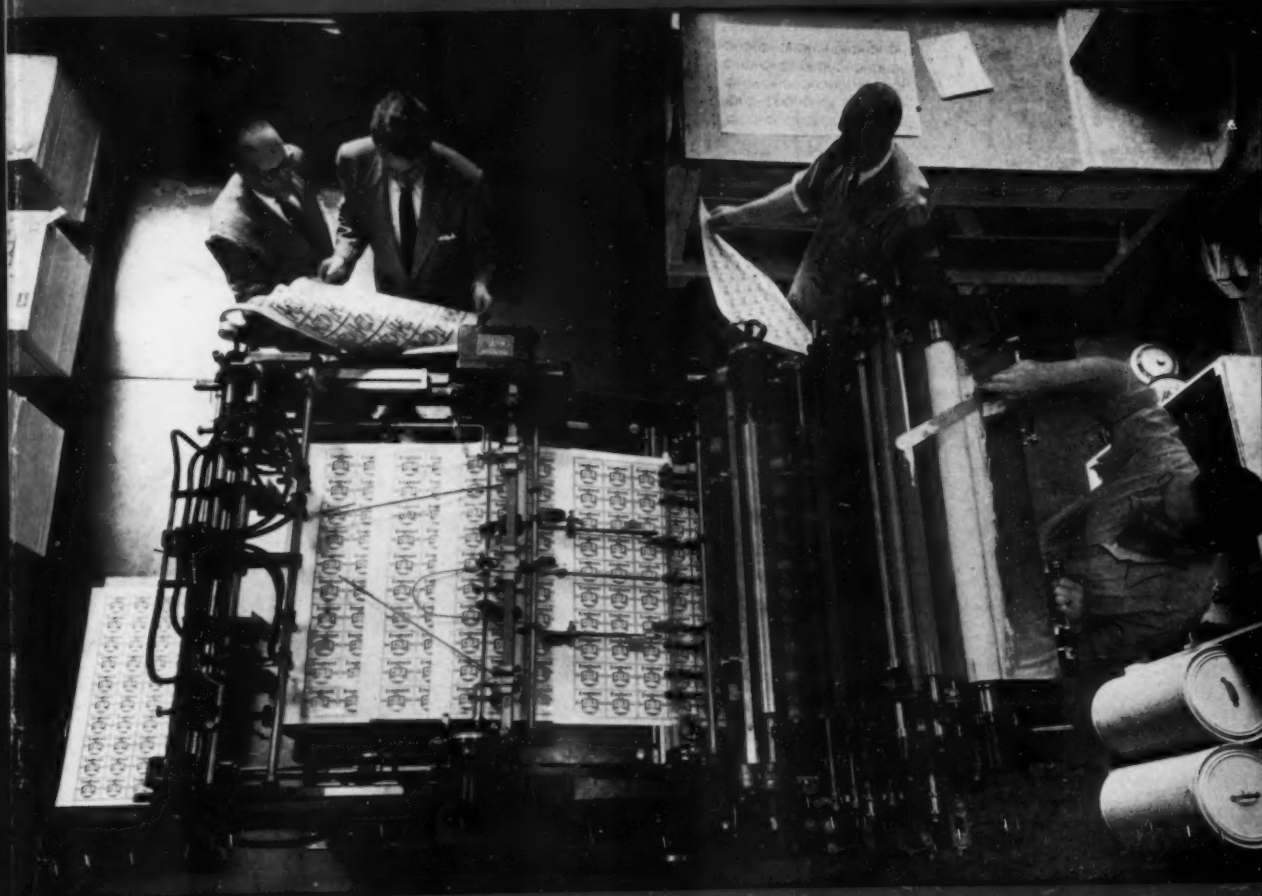


Modern LITHOGRAPHY

SEPTEMBER - 1952 - VOLUME 20 - NUMBER 9



Skylight view of an offset press in California. (Page 5)

In this issue

News in Four-Color Offset • Cronak Process Simplified
Report on Craftsmen • How to Make a Camera Percent Scale

Brilliant Red Light 222FP

Senelith Inks

Were the first lithographic inks
made from dyestuffs
treated with sodium tungstate
for better sunfastness
and are still leading
with their outstanding resistance properties

Our booklet "Inks, Lithographic and Printing" may be obtained on request

The Senefelder Company, Inc.

"Everything for Lithography"

32-34 Greene Street

New York 13, N. Y.

You owe it to yourself to take advantage of this

30-day free trial offer!



Two Models Available

The number 2 water level for small presses (14 x 20 through 22 x 34).

The number 5 water level for large presses (35 x 45 and up).

Avail yourself immediately of this free trial offer, and **DISCOVER FOR YOURSELF** why lithographers everywhere are saying, "Send us more!" You owe it to yourself! Write today for a 30-day free trial. Do it now!

Consistent control of your water fountain solution means constant quality control . . . means constant cost control . . . and both mean a better and more profitable lithographed product! A test costs you nothing . . . you can't afford not to have one!

Roberts & Porter asks YOU TO BE THE JUDGE...and TEST FOR YOURSELF, entirely at our expense, for 30 days, with absolutely no obligation on your part, the tremendous quality-cost advantages of

BALDWIN WATER LEVELS

- installation simple, fast—no machine work
- maintains constant solution levels in the water fountain automatically, efficiently, simply
- eliminates need continuously to change settings for greater or less moisture
- establishes improved water control
- provides greater color uniformity, better consistency
- eliminates dry-ups and wet spots—more good sheets, fewer spoiled sheets
- saves time and labor required for frequent hand-filling of water fountain
- keeps feeder operators at the feeder and
- enables pressmen to give full time to control of the job
- eliminates recirculation of dirty fountain water—provides constantly clean, fresh supply
- no moving parts—nothing to wear out

BALDWIN WATER LEVELS are available from all Roberts & Porter branches below.

Roberts & Porter, Inc.

General Offices: 555 West Adams Street, Chicago

NEW YORK 622-626 Greenwich St. • DETROIT 1025 Brush St. • BOSTON 88 Broad St. • SAN FRANCISCO 1185 Howard St.
CINCINNATI 229 E. 6th St. • LOS ANGELES 344 N. Vermont Ave. • BALTIMORE 15 W. Preston St. • KANSAS CITY 700 W. 12th St.

MODERN LITHOGRAPHY, September, 1952

FOTOFSETTER
... the most
versatile of
all composing
machines



Terms 2 1/2-10 Days

Order	Price
ANTISEPTICS	
Laboratory	5m. 4.00
Laboratory	Med. 9.00
Laboratory	5m. 4.00

Complex Ruled Forms

RATING	NECK
capacity in cfm	800 1000 1200
static pressure in. w.g.	0.13 0.17 0.22
static pressure in. w.g.	0.21 0.26 0.35
static pressure in. w.g.	0.33 0.47 0.58
flow - max. cfm	3.6 3.0 2.6

Tabular Matter

announces the inauguration
of a series of advertisements
defining the place and fun

Connected Scripts

1. OPERATION

(A) Dating Assemblies at numbers on the backs of letters are extracted from the last

Mixed Composition

ANY COMBINATION of letters and text can be composed the Fotofetter machine by making adjustments. There is no need to get a proper fit.

Mixing Sizes

Fotofetter
on film

Any Size of Type

©	*	%	œ	¶]
▷	§	%	Æ	†	/
%	¢	œ	½	•	[

Pi Characters

There are practically no limits to the versatility of a Fotofetter photographic line composing machine. It produces a wide variety of composition *on film* ready for platemaking . . . produces many kinds of matter with a facility unmatched by any other method.

Complex Ruled Forms are composed quickly and precisely by using unique form rule matrices that produce continuous lines vertically and horizontally at the same time. There are no breaks or blemishes.

Tabular Matter may be set at either or both ends of a justified line. The Fotofetter method assures accurate alignment of columns.

Connected Scripts and full kerning italics can be readily Fotofetter because the width of the character letters is not

limited to the thickness of the matrices. ALL ROMAN FONTS CARRY TRUE SMALL CAPS.

Mixed Composition is set rapidly and conveniently by means of the Intertype Mixer principle. Matrices from any two adjacent magazines can be mixed in the same line at the flip of a lever . . . distribution is automatic.

Mixing Sizes for emphasis, for initial letters, etc., is simply a matter of turning dials. Initial letters may be set to align at the top or bottom.

Any Size of Type from 4 to 36 point is available at a turn of the lens turret dial.

Pi Characters including emblems and designs in *unlimited variety* for any special need can be used whenever required.

For photographic composition, too, look to Progressive Intertype

INTERTYPE CORPORATION

Intertype, Fotofetter, Fotofone, Fotomaster
and Visible are registered trademarks.
Fotofetter in Gastmeyer and Pomeroy

Brooklyn 2, New York • Chicago 10, Illinois • San Francisco 11, California
Los Angeles 15, California • New Orleans 10, Louisiana • Boston 10, Massachusetts
In Canada: Toronto Type Foundry Co. Ltd., Toronto • Montreal • Winnipeg • Vancouver • Halifax

Modern LITHOGRAPHY



THE COVER

This ATF-Mann offset press recently was installed in the plant of Modern Lithographers, Inc. (no relation), San Francisco in an expansion move. The company was founded in 1946 and Arthur T. Evans is president. He started out with Schmidt in 1908, organized the Miller Lithograph Co. in San Francisco in 1924, and was one of the founders of Independent Lithograph Co., same city.

ROBERT P. LONG
Editor

JOHN A. NICHOLSON
Advertising Manager

CHICAGO OFFICE
333 North Michigan Ave.



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MODERN LITHOGRAPHY

VOLUME 20, NUMBER 9

Reg. U. S. Pat. Office

SEPTEMBER, 1952

SUBSCRIPTION RATES: One year \$3.00, two years \$5.00. Canada and Pan America, one year, \$4.00, two years, \$7.00. Foreign, one year, \$7.00, two years, \$12.00. Group subscriptions (U. S. only) Four or more entered as a group, \$2.00 each. (May be sent to different addresses.)

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Address all correspondence to 175 Fifth Avenue, New York 10, N. Y.

"Wait'll he hears
there's no extra cost for

TICONDEROGA TEXT."

...Says the Printer

"Most of my customers expect distinctive Ticonderoga Text to cost far more than ordinary text papers. The actual price always comes as a pleasant surprise."



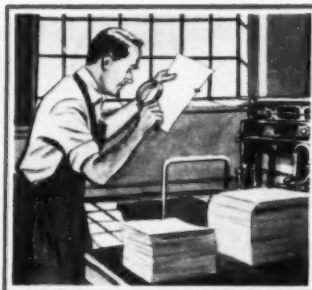
Here's what others say...



THE PRODUCTION MAN . . . "Wonderful printing qualities; wide choice of colors."



THE INK MAN . . . "Great affinity for ink . . . excellent background for color."



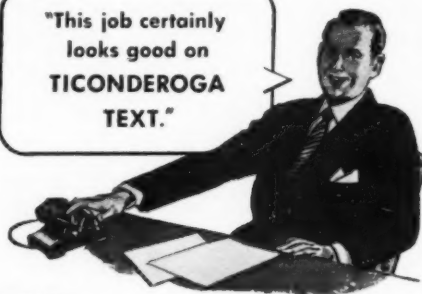
THE PRESSMAN . . . "Runs with less press time and spoilage."

TICONDEROGA TEXT . . . for that LUXURY LOOK

Distinctive Ticonderoga Text gives that extra richness of texture, the quality appearance so important in announcements, brochures, book jackets, programs, etc. . . . whether you print letterpress, offset lithography or sheet fed gravure.

Choose from Brite White, Cream White or seven attractive colors. Deckle or plain edge, laid or wove finishes . . . envelopes to match. For your cover select Ticonderoga Text Cover Weight.

"This job certainly
looks good on
TICONDEROGA
TEXT."



International Paper COMPANY

PAPERS FOR PRINTING AND CONVERTING

220 East 42nd Street, New York 17, N. Y.



PRINTED
MESSAGES
THAT
MADE
HISTORY

ONE OF A SERIES

"...as *Poor Richard* says"

Two hundred years later, we're still quoting the adages, proverbs, wit and wisdom of *Poor Richard*.

Published, sold, and written by Benjamin Franklin, under the pseudonym, Richard Saunders, for the years 1733 to 1758, *Poor Richard's Almanack* is one of the marvels of literature, has delighted people everywhere.

For over a quarter of a century it was the most widely read book in the Colonies, the first issue of an American press to be accepted in foreign lands.

It has been translated into almost every known language, has probably had more readers than any other publication except the Bible.

It made both Franklin's fame and fortune. As he said, "My writings produce me some solid pudding."

Today, word in its printed form is even more profitable. For the vast printing industry, ATF provides the widest line of processes for better, more profitable printing... gravure... letterpress... offset.

ATF

AMERICAN TYPE FOUNDERS

Type faces shown are: Caslon 540, Caslon Antique and Lightline Title Gothic.



The money-making Mann does it in jig time...

You can really stay in the act to get your share of profitable business when you print on a Mann press.

For a Mann has more ability for turning out beautiful printing at a money-making rate than any other sheet-fed offset press of its size you can own.

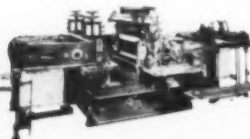
Take the parallel cylinder setting alone. Micrometer setting permits paralleling cylinders and regulating pressure to .001 in. between blanket and impression cylinders, saving time in makeready and running.

Then there are other exceptional features to speed your production time. A Mann always registers perfectly re-

gardless of speed changes on any succeeding colors. Pre-clamped plates for your next job can be dropped into position to shorten press downtime. A special charging roller provides a quick means of knifing on extra ink.

For complete information on Mann presses, send for your copy of our new booklet, "*Offset Unlimited from Presses with Floating Impression.*"

Ask ATF about a Mann one-color, two-color, or standard perfecting press for beautiful printing at its profitable best. AMERICAN TYPE FOUNDERS, a subsidiary of Daystrom, Inc., 200 Elmora Avenue, Elizabeth, New Jersey.


Type faces shown are: Bodoni and Italic, Bodoni Book and Italic.

ATF

Better, More Profitable Printing from the Widest Line of Processes

GRAVURE . . . LETTERPRESS . . . OFFSET



RADIO CITY MUSIC HALL ROCKETTES,
WORLD-FAMED PRECISION DANCERS

Oh the wonder of a Webendorfer **for precision and versatility** **in business form production**

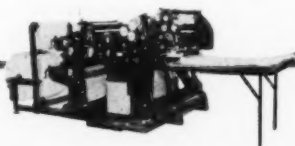
To satisfy your most exacting customers, a Webendorfer web-fed business form offset press performs all sorts of finishing operations without ever missing a step. All this, at profitable high speed.

At the same time, the web is printed in one or two colors on the face and one color on back. The press will imprint, number, punch, perforate, slit, sheet, zig-zag fold, rewind. Auxiliary collating machines or carbon processors complete assembly and finishing.

Webendorfer presses are built in standardized units to handle every type of business form production—continuous, registered, inter-leaf, carbons, zig-zag packs,

snap-out, fan-folds, or any other. There are two standard widths, 17 in. and 26 in. with cylinder circumferences of 17 in. or 22 in. When equipped with sheet delivery, Webendorfers can do double duty for regular form printing such as bills of lading, sales books, order blanks, or checkbooks. Deliveries can be supplied to suit every business form requirement.

Ask your ATF representative about a Webendorfer web-fed business form offset press for increasing your profitable production. **AMERICAN TYPE FOUNDERS, a subsidiary of Daystrom, Inc.** Webendorfer Division, 2 South Street, Mount Vernon, New York.



Type faces shown are Spartan, Bodoni and Caspary late Gothic

ATF

Better, More Profitable Printing from the Widest Line of Processes

GRAVURE...LETTERPRESS...OFFSET

Heard how Q.C.* speeds running time?

Your press is making money only while it's running.
That's why Q. C. (Quick Change-Over) is so important to you.

Engraved cylinders on ATF-Klingrose rotogravure presses can
be changed faster and easier than on any other rotogravure press.

In fact, on an ATF-Klingrose press, cylinders can be
removed, new cylinders put in register, new web in place, new
ink in circulation — a complete change-over — in just
fifteen minutes per color.

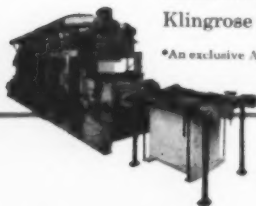
Impression rolls also are changed as easily and speedily. Good accessibility
of all press controls and parts, for fast operation, is fundamental
in the construction of every ATF-Klingrose rotogravure press.

Q. C. is just one of the many exclusive features which mean
fast, money-making production for you.

Investigate the complete line of ATF-Klingrose rotogravure
multicolor presses and put their profitable around-the-clock
performance to work for you.

AMERICAN TYPE FOUNDERS, a subsidiary of Daystrom, Inc.,
Klingrose Gravure Division, 19 Rector Street, New York 6, N. Y.

*An exclusive ATF-Klingrose feature



Type faces shown are: Century Bold and Italic, Century Schoolbook and Italic



BETTER, MORE PROFITABLE PRINTING FROM THE WIDEST LINE OF PROCESSES
GRAVURE . . . LETTERPRESS . . . OFFSET



Better to work with



Best to work on



That's why -

AMERICA DOES BUSINESS ON

NEKOOSA BOND

NEKOOSA-EDWARDS PAPER COMPANY, PORT EDWARDS, WISCONSIN

HERE IT IS... The Folder You've Been Looking For

THE

Master

FOLDING MACHINE

17 1/2" x 22 1/2"

IT'S NEW!

AUTOMATIC

ACCURATE

FAST

DEPENDABLE

SIMPLE

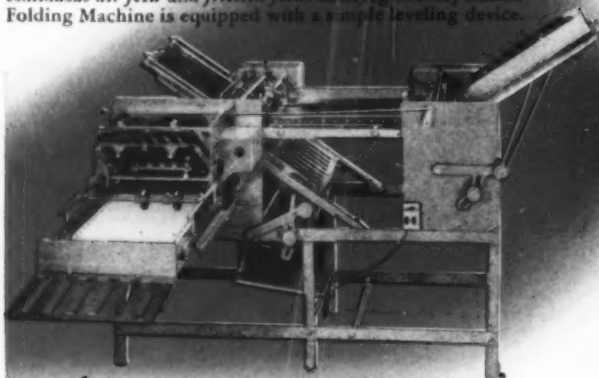
Now in regular use for more than two years by representative printers in different parts of the country, the Master Folding Machine is a tried and proven product that has fully lived up to all of its claims. In one well authenticated instance a user reports that his Master Folding Machine actually turns out production equal to that of two other well known folding machines on the same job in the same time.

Embodying many advanced features, the Master Folding Machine was engineered and designed to meet today's exacting requirements for high speed, single control, perfect register and dependable, automatic operation. Two types, *continuous air feed* and *friction feed*. Each *leg* of every Master Folding Machine is equipped with a simple leveling device.



Automatic AIR FEED TYPE

The Master Air Feed Folder has an ingenious pile advancing mechanism that is speedy, yet positive in its action. Handy finger tip controls give an infinite range of speeds without stopping the machine. All adjustments are simple and easily accessible. All factory parts are interchangeable.



Automatic FRICTION FEED TYPE

Quick, easy and simple to set up and operate, the Friction Feed Folder is particularly adaptable for short runs on non-coated stocks. Simple control levers regulate folder and feeder speed.

Roll Type CROSS CARRIER

The Roll Type Cross Carrier insures positive and immediate register of stock before it is carried into the right angle section. Register guide is readily adjustable to meet sheet delivered from parallel section. Full assortment of steel, glass and plastic balls furnished.

Sturdy Construction

The base and side plates of Master Folding Machines are of heavy gauge steel, unusually sturdy.

Write FOR DETAILS

and name of nearest authorized distributor.



Master FOLDER COMPANY

PAPER FOLDING MACHINES

3006 WOODHILL RD., CLEVELAND 4, OHIO

**for SHAVING plate costs...
for TRIMMING make-overs...**

YOUR SHOP NEEDS the NEW

LITH-KEM-KOTE SURFACE COATING PROCESS

Here's the newest surface coating process to come from the Litho Chemical laboratories. It's been carefully tested under actual running conditions. It makes a superior plate with the finest details in clean, sharp contrast. It's fast and easy to use. One step is eliminated from the usual surface coated plate procedure, and exposure is from $\frac{1}{4}$ to $\frac{1}{2}$ less. (See the technical details below.) Tests have shown that under normal conditions, the LITH-KEM-KOTE Process will produce longer-running and cleaner plates for every surface coated need.

TECHNICAL DETAILS

Counter etch — Zinc — 1 oz. hydrochloric acid to 1 gal. water. Aluminum — 6 ozs. acetic acid to 1 gal. water. • **Pre-etch** — Use LITH-KEM-KOTE plate etch #2491, diluted as per instructions and applied in usual way. • **Coating** — 60 RPM on horizontal whirler; 50 RPM on vertical whirler in solution 3 parts LITH-KEM-KOTE to 1 part water. • **Exposure** — Varies with subject and shop conditions but is usually $\frac{1}{4}$ to $\frac{1}{2}$ less than normal for egg albumen. • **Lacquer** — Use ALBULAC #2411 applied before or after exposure. JIFFY Developing Ink is applied after exposure over the ALBULAC. • **Development** — Submerge plate for $1\frac{1}{2}$ min. in solution of 1 oz. — 28% ammonia water to 1 gal. of water. Put under running water and swab until developed. • **Final etch and gumming** — Plate is etched and gummed in one operation using LITH-KEM-KOTE ETCH #2491 mixed as per instructions.

PRICES

LITH-KEM-KOTE #2492

	West Coast	
1 quart	\$1.75	\$2.00
1 gal.	6.50	7.00
4 gal.	6.25 gal.	6.75 gal.
12 gal.	6.00 gal.	6.50 gal.

LITH-KEM-KOTE PLATE ETCH #2491

	West Coast	
1 quart	\$1.50	\$1.75
1 gal.	5.00	5.50
4 gal.	4.75 gal.	5.25 gal.
12 gal.	4.50 gal.	5.00 gal.

LITHO CHEMICAL

& SUPPLY CO., Inc.
46 HARRIET PLACE
LYNBROOK, LONG ISLAND, N.Y.



EST. 1929

Write for your copy of the LITH-KEM-KO Catalog. It gives complete information on products and instructions on platemaking.



OVER 1,000 LAWSON 39" CUTTERS

DELIVERED IN 5 YEARS

This incredible sales record reflects a leadership based on over a half century of experience and intensive knowledge of cutting machine requirements backed up by outstanding engineering skill and the ability to translate the needs of the industry into superior products.



★
straight line knife movement

★
adjustable knife bar gibs

★
knife slot closing device

★
steel safety bolt and overload device

★
heavy duty disc clutch

★
full 6" clamp opening

★
gears in sealed oil bath

WRITE TODAY FOR illustrated folder and specifications of Lawson 39", 46" and 52" Cutters.

E.P. Lawson Co.

MAIN OFFICE: 426 WEST 33rd ST., NEW YORK

BOSTON
170 Summer St.

CHICAGO
628 So. Dearborn St.

PHILADELPHIA
Bourse Building

EXCLUSIVE DISTRIBUTORS SALES AND SERVICE

HARRY W. BRINTNALL CO., INC.
Los Angeles, San Francisco, Portland

A. E. HEINSOHN PRINTING MACHINERY
Denver, Colo.

SOUTHEASTERN PRINTERS SUPPLY CO.
Atlanta, Ga.

SOUTHWESTERN PRINTERS SUPPLY, INC.
Dallas, Texas

SEARS LIMITED
Toronto, Montreal, Winnipeg, Vancouver

I make money with Hamilton Bond



Hamilton Bond is a profitable paper to work with, because it prints well. It performs perfectly through the press and takes a nice clean impression. It's my best customer insurance, judging from the way customers keep coming back for more. I recommend Hamilton Bond to them without hesitation for letterheads, invoices, statements, purchase orders—in fact for every sort of business form.

W. C. HAMILTON & SONS, MIQUON, PA.

Philadelphia's Famous Paper Makers

Offices in New York, Chicago, Los Angeles



Send for this portfolio.

It shows you nine distinguished letterhead samples on Hamilton Bond. Mail in the coupon below.

W. C. HAMILTON & SONS, MIQUON, PA.

Send me a copy of the Hamilton Bond Letterhead Style Book.

Name _____
Firm _____
Street _____
City _____ Zone _____ State _____

M-9

We Know our litho-offset rollers are the finest manufactured!

We Maintain the most complete and fastest service facilities available to printers!

We Offer a guarantee of satisfaction only possible by a company of our size, experience and reputation!

SAM'L BINGHAM'S SON MFG. CO.

Makers of two famous rollers for the fast growing litho-offset printing industry . . . order them by name.

SAMSON (VULCANIZED OIL)

LITHO-PRINT (RUBBER)

Litho-Offset Printers' Rollers

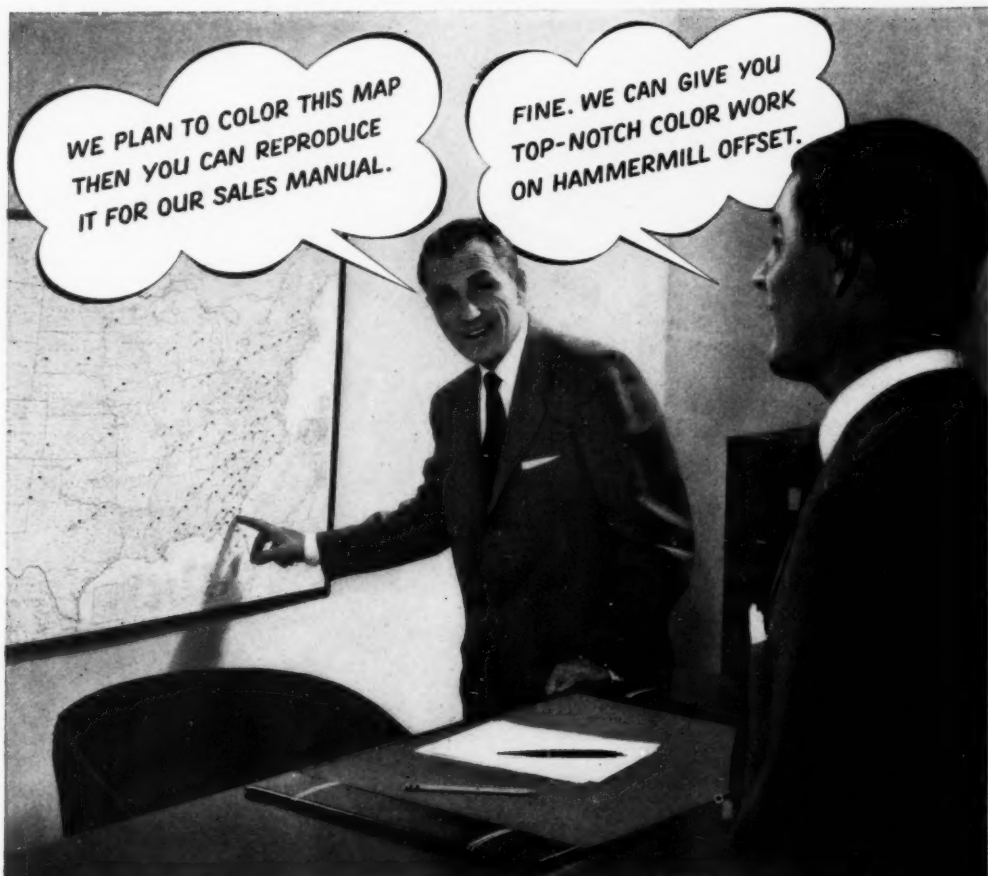
SAM'L BINGHAM'S SON MFG. CO.
MANUFACTURERS OF
PRINTERS' ROLLERS
LITHO-OFFSET ROLLERS

*19 Factories
Serving
Printers in
31 States*



Atlanta	Chicago	Oklahoma City
Cincinnati	Houston	Pittsburgh
Cleveland	Indianapolis	St. Louis
Dallas	Kalamazoo	St. Paul
Des Moines	Kansas City	Springfield, O.
Detroit	Minneapolis	Tampa, Fla.
	Nashville	

MAKERS OF RUBBER • NON-MELTABLE • FABRIC-COVERED • ROTOGRAVURE • OFFSET • COMPOSITION • VARNISH • LACQUER • GRAINING **ROLLERS**



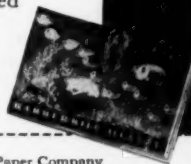
Richer, more brilliant color work every time—that's what you can deliver with Hammermill Offset. This fine paper brings out the full, rich tones and *third dimensional* effect customers want in their promotional pieces. On your black and white jobs, too, illustrations and type matter stand

out sharp and clean.

Fast and trouble-free on your presses, Hammermill Offset reduces costly delays. You can print on both sides with no objectionable show-through. And you have your choice of Wove and four embossed finishes.

Send the coupon, today, for the up-to-date sample book and recent commercial specimens of color printing on Hammermill Offset.

Map No. 11336. Copyright, American Map Co., Inc., New York.



HAMMERMILL OFFSET

BY THE MAKERS OF HAMMERMILL BOND

*Send
for it!*

Hammermill Paper Company
1613 East Lake Road, Erie 6, Pa.

Please send me—**FREE**—
the Demonstration Set of Hammermill Offset specimens
and include the up-to-date sample book.

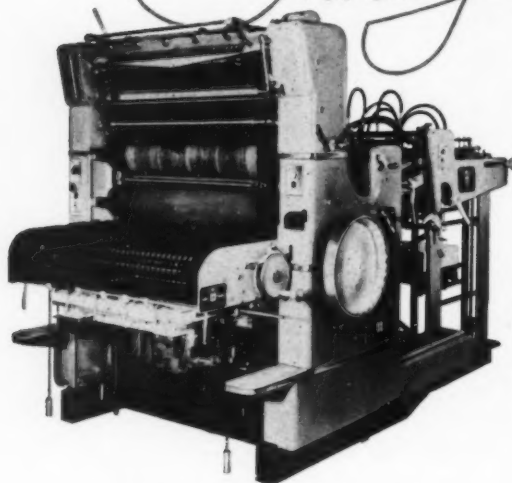
Name

Position

(Please attach to, or write on, your business letterhead) ML SEP 1

For Quality as well as
Quantity

Investigate



THE E.B.CO 22" X 34" OFFSET PRESS

Accessible

Positive Controls

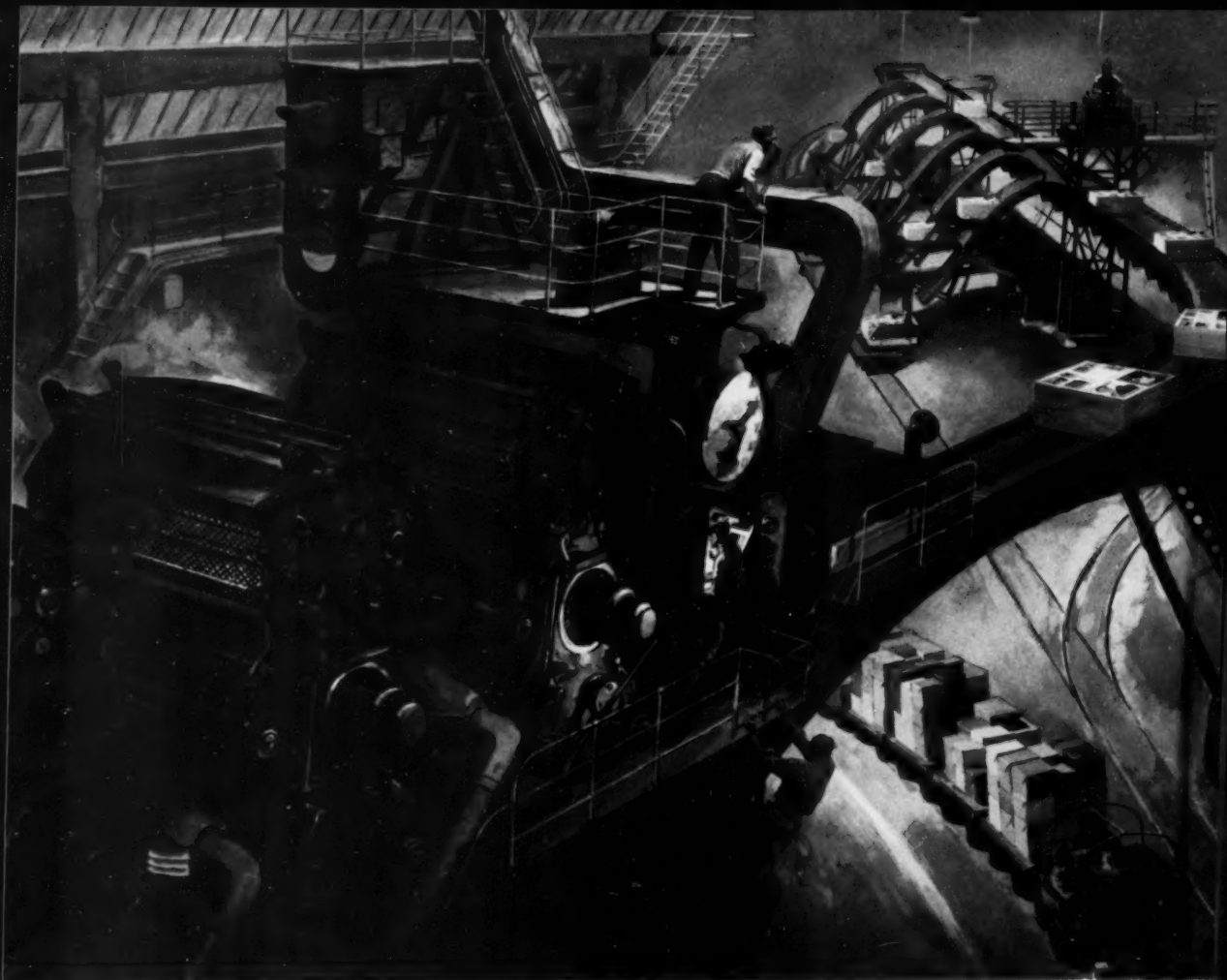
High Production

Fine Registration

Write today for descriptive literature

MILLER PRINTING MACHINERY CO.
1135 Reedsdale Street • Pittsburgh, 33 Penna.

The Manufacturer
of
Miller Letterpresses



the Printer

...a partner in productive advertising

In the above dream of tomorrow's press-room, all "Helck" has broken loose! Yes, the problems of today's printers are only slightly less fantastic. Keeper of the rubber production schedule, proprietor of clangorous, mechanized establishments generally regarded by Madison Avenue and Main Street executives as "out of bounds", the printer rightly attributes to this fact the popular belief that his calendars run two to three weeks later than everybody else's. "Gotta have it Monday, but hide the overtime!" warns the agency,

throwing sport shirts in a trunk for a short Florida trip with the client. And our printer, symbolically, waves farewell with a handful of wet press proofs and wonders what would happen if he did miss delivery date. He seldom finds out.

Certainly, little remains unsaid about the relationship of paper to the printer. He is wedded to paper, irrevocably. He loves it. He is afraid of it. It can make him. It can break him. He chooses paper with more care than he uses to select a doctor, a

lawyer, a dentist—and, perhaps, a wife.

MAXWELL OFFSET is a printer's paper . . . and he knows it. It's strong. Its white is white in the truest sense of the word. It permits control in the consumption of ink. It is uniform in all printing qualities from job to job. It permits standardization since it is available in seven finishes, and in three tints and white.

MAXWELL OFFSET makes a printer look as good as he is—that's why he likes it. And the net result is printed advertising that sells.

Maxwell Offset

Howard Paper Mills, Inc. / MAXWELL PAPER COMPANY DIVISION / Franklin, Ohio

This illustration, the Printer, is the seventh in a series of salutes to Partners in Productive Advertising. It is the work of Peter Helck, member of the distinguished faculty of The Famous Artists' Course, Inc., Westport, Connecticut.



Stay out of the GRAVEYARD of GREAT IDEAS!

How many letters received today will lie in this graveyard tonight? How many great ideas will meet this untimely end? Thousands? To be sure. Perhaps millions!

There's no single answer to the hazards that modern business correspondence faces. But there are known ways to give your letters a

better than even break in the daily struggle for attention, respect, and action. One of them is using HOWARD BOND for letterheads.

HOWARD is a handsome bond. Very white. Strong. Prints beautifully. Handles easily. Erases without smudging. Resists soilage. Taken together, these qualities provide

your correspondence with a degree of "life insurance" that is worth many times the small effort required to specify HOWARD BOND. In this direction, a favorable first step is asking your printer or paper jobber to show you HOWARD BOND samples.

PRINTERS! This message appears in advertising magazines read by your customers.

HOWARD PAPER MILLS, INC. • HOWARD PAPER COMPANY DIVISION, URBANA, OHIO

Howard Bond

"The Nation's

Business Paper"

Companion Lines: Howard Ledger • Howard Mimeograph



Howard Writing • Howard Posting Ledger



GRAFARC 95 AMPERE STANDARD PRINTING LAMP NO. 32000
with No. 33000 transformer and No. 34000-1 stand for use with vertical printing frames under 48" x 50".



GRAFARC 95 AMPERE STANDARD CAMERA LAMP NO. 32002



GRAFARC 140 AMPERE PRINTING LAMP NO. 32500
with No. 33500 transformer and No. 34000-1 stand for use with vertical printing frames 48" x 50" and larger.

Six models to choose from! **STRONG GRAFARC**

FULLY AUTOMATIC HIGH INTENSITY ARC LAMPS

For all Photo-Mechanical Reproduction Processes



GRAFARC 95 AMPERE OVERHEAD PRINTING LAMP NO. 32221
for use with horizontal printing frames under 48" x 50". Burns in normal position thereby avoiding smoking of reflector and preventing ash from depositing on surfaces in the light path.



GRAFARC 95 AMPERE PHOTO-COMPOSING LAMP NO. 32200
for Monotype Hoeboer MH photo-composing machines. Assures precise control of intensity for accurate repeats.



GRAFARC 140 AMPERE OVERHEAD PRINTING LAMP NO. 32520
for use with horizontal printing frames 48" x 50" and larger.

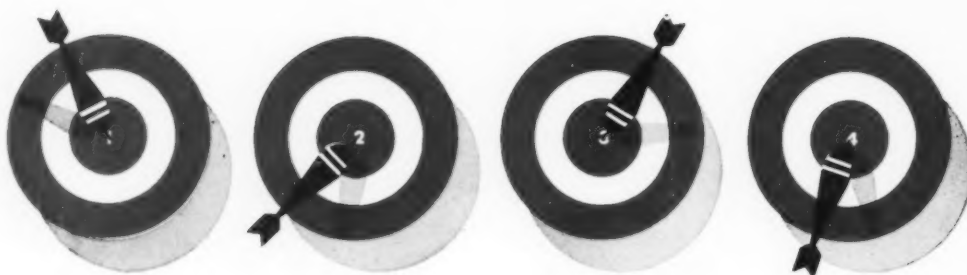
**THE
STRONG ELECTRIC
CORPORATION**

17 City Park Avenue - Toledo 2, Ohio

Please send free literature and prices.

Name _____
Firm _____
Street _____
City & State _____

pitman's prepared coatings hit the spot



1. U. V. ALBUMIN A pre-sensitized powder supplied ready to mix with water. Plates made with U. V. Albumin and U. V. Asphalt Base have exceptionally fine printing quality and long press life.

2. 49'ER LITHO COTE Pitman's new, ready-for-use coating solution. No mixing or weighing of any kind is required. A fine all purpose coating which can be used for all negative plate making purposes.

3. C. F. C. COATING SOLUTION This specially prepared, sensitized coating solution gives unusual reproduction quality and length of run. The C. F. C. Lacquer applied before the plate is exposed becomes welded to the image forming a rugged printing surface.

4. PITCOTE For plates 17 x 22 or smaller. Supplied ready-for-use. A dependable, economical coating for small press plates and duplicating type offset press plates.

Chicago 50, Illinois — 51st Avenue and 33rd Street
North Bergen, New Jersey — 1110-13th Street
Cleveland 11, Ohio — 3501 West 140th Street
New York 17, New York — 441 Lexington Avenue

Mr. David Guttell,
Chief of Camera and
Laboratory,
Fort Square Press, Inc.,
Boston, Massachusetts
says:



**“For practical, workable suggestions,
we ask the Ansco man!”**

**YOU GET THESE ADVANTAGES WITH
ANSCO REPROLITH ORTHO TYPE B FILM**

Higher Speed. This film is fast enough to make important savings in exposure time.

Full Orthochromatic Sensitivity. You get a wide range of color sensitivity with Reprolith Ortho Type B that allows the use of filters to improve rendition of copy, thus eliminating much hand work.

Plus High Resolving Power . . . Fine Dot Etching Qualities . . . Clarity in White Areas . . . Steep Gradation . . . Wide Developing Latitude.

You get down-to-earth suggestions, straight to the point, when you ask the opinion of your Ansco Man.

Next time he calls you may find it worth your while to ask him how Ansco Reprolith Ortho Type B Film can be used to improve production in your plant. You'll find his answers deserve your careful consideration.

IN THE GRAPHIC FIELD IT'S ANSCO

ANSCO, Binghamton, New York. A Division of General Aniline & Film Corporation. *“From Research to Reality.”*

MODERN LITHOGRAPHY, September, 1952

**OUR
CONTRIBUTION
TO THE
BETTERMENT
OF
LITHOGRAPHY**

FIND OUT ABOUT ALL THE
BENEFITS OF OUR SERVICE
—WRITE OR PHONE!

**SCRATCHPROOF
DRIER No 3**

Prominent lithographers throughout the country have learned to appreciate Scratchproof Drier No. 3 for its unique characteristics, for the economical and successful ways in which it has helped them with their drying requirements.

Results have proven Scratchproof Drier No. 3 is the most practical dryer on the market today.

- ★ Quick drying without crystallization or chalking of ink.
- ★ Improves the lifting quality of inks, particularly on two and four color presses.
- ★ NON HARDENING of inks on distributing rollers.
- ★ Non drying of inks on press during long lapses of idle press time for unforeseen reasons, no washups during lunch hour.
- ★ Acts as a lubricant in the ink on the distributing rollers whose temperature rise tends to further dissolve SCRATCHPROOF DRIER No. 3, giving the ink a shorter fine binding.
- ★ Prevents too much emulsification or waterlogging of ink at high speeds.
- ★ Will not create after-tack in your pile, thereby eliminating summer heat and moisture difficulties.
- ★ Will not injure press rollers or rubber blankets, and will not discolor zinc or aluminum plates.
- ★ Has excellent suspension, body, and flow. Its non-settling qualities give ink necessary "slip" and tack for better distribution.
- ★ Will not cause any injurious effects if used in excess—in fact, this procedure is recommended in certain types of inks to improve their working qualities.
- ★ Ink mixed with SCRATCHPROOF DRIER No. 3 will remain tough and elastic indefinitely.

Don't be satisfied with substitutes. For better lithography . . . try SCRATCHPROOF DRIER No. 3 . . . let your own test prove its benefits to you . . . judge by RESULTS. Send for your trial order today.

NEVER SOLD IN BULK. INSIST ON OUR LABEL FOR MAXIMUM PERFORMANCE.

PHONE — — WATKINS 4-1074

EMPIRE SUPERFINE INK CO., INC.

MANUFACTURER OF HIGH GRADE

OFFICE:
225 VARICK ST.
NEW YORK 14, N. Y.

LITHOGRAPHIC **INKS** PRINTING
DEEP ETCH CHEMICALS AND SUPPLIES

FACTORY:
BROOKLYN
NEW YORK

MANUFACTURERS OF DAMPENING ROLLERS, FLANNELS AND MOLLETON COVERS

DINOBASE PROVES INVALUABLE TO LITHOGRAPHERS

*Dinobase widely
in testing at lab*

*DINOBASE WINS ALL
PRIZE AT TRADE*

*PLATE MAKERS ADITO
DINOBASE IS BETTER*

DINOBASE PROVES

Check

THESE ADVANTAGES OF DINOBASE
AS A CARRIER IN YOUR BLUE LINE
SENSITIZING AND STRIP-UP WORK:

DINOBASE is a specially-prepared Vinyl-Plastic sheet available in the following forms:

TYPES

Transparent Clear
Translucent Clear
Translucent White
Opaque White

FINISHES

Polish — Polish surfaces
Semi-matte — Semi-matte surfaces
Polish — Semi-matte surfaces
Surfaces with special pen and ink receptive coating

OTHER QUALITY PRODUCTS BY DI-NOC

Dinographic CD Ortho Film (.010" or .015" thick)
Dinographic CD Contact Matte (.015" thick)
Dinographic CD Contact (.010" thick)
Dinographic CD Special Matte (.015" thick)
Dinoreflex Film (.010" or .015" thick)
Dinolith Ortho Film (.006" thick)

- **DURABLE** — Strength, toughness and flexibility of Dinobase eliminate expense of re-making glass forms accidentally ruined.
- **LIGHTWEIGHT** — Regardless of sheet size, Dinobase can be easily handled by one person.
- **EASY TO STORE** — Can be filed flat in drawers to conserve space.
- **ECONOMICAL** — Regardless of sheet size, Dinobase costs much less than plate glass. Can be shipped at a lower cost due to lighter weight and simplified packing requirements. Also shipment will have a better chance of being received in good shape.

Additional information or samples of Di-Noc Products are available on request. Write to the home office.



THE DI-NOC COMPANY

PHOTOGRAPHIC DIVISION • 1700 LONDON ROAD • CLEVELAND 12, OHIO

Branch Offices: New York City, 295 Madison Avenue • Chicago, Illinois, 333 North Michigan Avenue
• Detroit, Michigan, 616 Pallister Avenue • Los Angeles, California, 1512 South La Cienega Boulevard

***"MERCURY"* by CRESCENT**

CRESCENT'S NEW FAST-DRYING LITHO INKS

Case History No. 4

PROBLEM:

TRAPPING ON MULTICOLOR UNITS

"Our results are comparable to any Litho House we know of but we are after better definition, sharper dot structure and more finish in multicolor wet printing", writes a midwestern lithographer.

JOB:

A four color advertising broadside; run on a two color Harris; 70 lb. coated paper; color sequence yellow, red; blue, black.

SOLUTION:

A complete quartet of Mercury process inks by "setting" in minimum time performed perfectly on press and delivered a quality job with the required sharpness and snap.

RESULTS:

Happy lithographers. Happy customer.

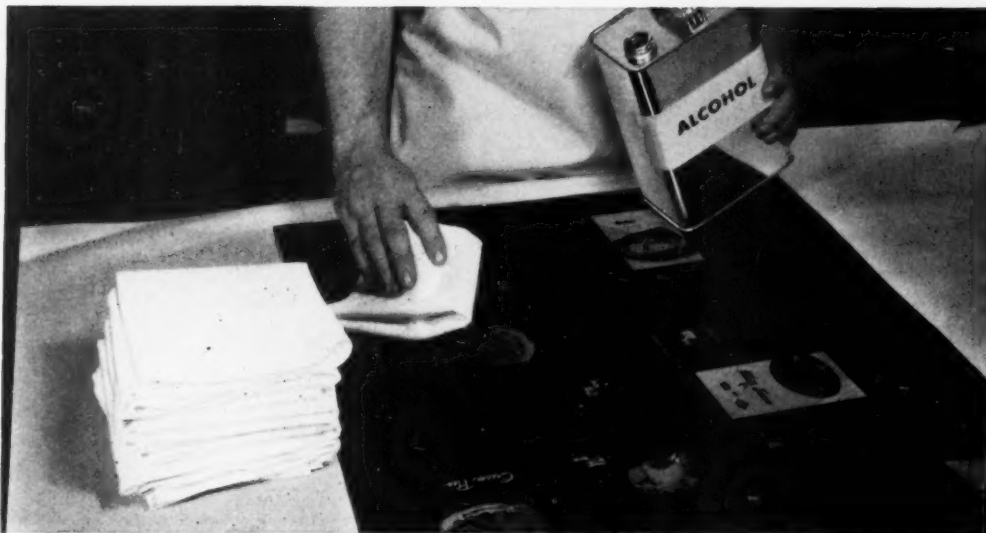
MERCURY INK TRAPS BETTER and SHARPER



INK & COLOR CO.
464 NORTH FIFTH STREET
PHILADELPHIA 23, PA.

INKS FOR ANILINE • LETTERPRESS • LITHOGRAPHY • ROTOGRAVURE

Now! **A safe, low cost way to process plates!**



Disposable LITHO WIPES towels eliminate laundry bills — can't scratch or contaminate!

Here's a far more efficient wiping material — tested and approved by over 500 lithographers all across the country!

Litho Wipes are made from chemically neutral cellulose fibers — uniformly felted and embossed to form a thick, cloth-like material. Each towel is a "man's handful" — designed especially for washing deep-etch plates with alcohol. Yet unlike most wiping materials, Litho Wipes are *safe* to use. They can't scratch, lint, "roll under" or contaminate. So inexpensive, you'll use a fresh, clean towel each time. The finely creped surface is highly absorbent, too — an excellent medium for holding solvents, inks and lacquers.

As an aid in better platemaking, try Litho Wipes for:

1. Washing out deep-etch plates with alcohol.
2. Washing out gummed plates with Lithotine or turpentine.
3. Applying and wiping down thin asphaltum.
4. Applying deep-etch lacquer.
5. Applying developing ink or albumin on deep-etch plates.
6. Cleaning glass sides of vacuum frame.

Litho Wipes are packaged 2,400 per container. For information, write to Kimberly-Clark Corp. Neenah, Wisconsin.



A Product of
Kimberly-Clark

FREE! SAMPLE PACK OF 300 LITHO WIPES!

Kimberly-Clark Corporation
Neenah, Wisconsin

ML-652

Please send me free, a sample pack of 300 Litho Wipes towels.

Name

Firm Name

Address

City, Zone, State

My Lithographic Supply House Is

Why Du Pont "Photolith" Lithographic Film steadily gains popularity

HOLDS OPACITY

The emulsion of Du Pont "Photolith" Film is rich in silver content and for this reason the film may be flat-etched without losing opacity. It's a quality that sharpens dot formation . . . makes the dots clear, clean and crisp . . . contributes to superior reproductions.



HIGHLY SENSITIVE

"Photolith" readily responds to correction filters for colored copy. It's sensitive to light filtration and it's a film that also holds the quality of resolution. In addition, as shop men know full well, "Photolith" handles easily . . . resists scratches . . . has a low safelight fog factor.



STRIPS EASILY

Because an inherent characteristic of "Photolith" is to lie flat, resist curling and strip without difficulty, strippers in leading shops everywhere enthusiastically O.K. this fine film. Why not put Du Pont "Photolith" to work in your own plant? You'll find it meets with hearty approval. Dealers everywhere can supply you. E. I. du Pont de Nemours & Co. (Inc.), Photo Products Department, Wilmington 98, Delaware.



Try DU PONT "Photolith" LITHOGRAPHIC FILM



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

EDITORIALS

SINCE the great bulk of lithographic volume is related directly to advertising expenditures, it's encouraging when advertising budgets increase. Figures have just been released which show a steady upward trend in money spent for advertising of all kinds. Compiled for *Printers' Ink*, the annual survey of advertising volume reveals that 1951 expenditures showed a gain of nearly 14 percent over the previous year.

Total U. S. advertising volume in 1951 in all media was \$6,496,500,000, a gain of \$800,000,000 over 1950. The total is a combined figure of spending by national and local advertisers. It's a new record.

While the breakdown of figures for various media is not intended as a scoreboard, nevertheless an idea of trends, and degrees of changes, can be obtained. Television, as might be expected, showed the greatest increase—a whopping plus 93.3 percent. This brought TV up to 6 percent of the total 1951 advertising expenditures. The 1951 dollar total for TV was \$388,400,000.

Direct mail accounted for \$923,700,000 in 1951, a gain of 15 percent over the previous year, and 14.2 percent of the total expenditure. (These figures are different from those released by the Direct Mail Advertising Association, the latter being higher.)

Outdoor advertising showed the smallest increase during the period—plus 44.7 percent. Its 1951 dollar volume was \$140,200,000, which is 2.4 percent of the total.

Such lithographed products as sales aids and transportation advertising, are included in the miscellaneous classification. This category was up 13.6 percent, and represents 18 percent of the total.

Newspapers continue to account for most of the volume, with 34.7 percent of the total.

Percentages of increase over 1950, chalked up by various media, are: newspapers 8.8; radio 6.7;

magazines 11.4; farm papers 21.2; and business papers 16.3.

WITH the steel strike settled, and the hot, dry summer at an end, the business outlook for lithographers seemed a little brighter for fall. Shops which had been coasting along on reduced volume for months, reported more activity, and trade talk was a little more optimistic.

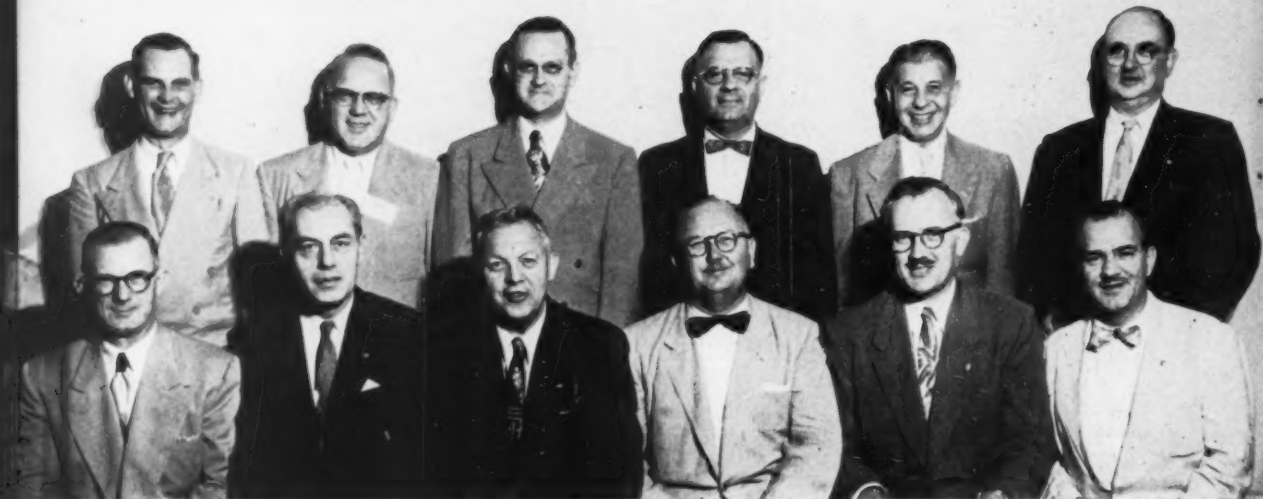
Continuing increases in advertising budgets should be further encouraging, although how much of the increase can be accounted for by higher prices cannot be determined.

TO balance up the picture with a little pessimism, it is only good sense in the light of the foregoing, to study the somewhat alarming report just issued by the New York Employing Printers Association. Profit percentages in relation to sales are continuing a five-year nose-dive in the graphic arts. In 1947, the percentage of profit to sales, before taxes, was 9.01, and 6.33 after taxes. Each year both percentages have declined steadily. For 1951, the percent of profit before taxes reached down to 4.78, while the net, after taxes, was only 3.12 percent of sales.

The survey was based on reports of over 100 plants, doing a total volume of \$46 million. This of course included some plants that fared much better than others, and naturally included some plants that year after year plough back earnings for expansion and modernization in order to operate more efficiently.

This downward drift of profit margins was attributed to:

- 1.) Inadequate pricing to recover costs, due to ignorance of costs, or fear of losing sales in competition, and/or, 2.) failure to control manufacturing costs, resulting in excessive costs that could not be passed on to customers.



Craftsmen officers and commissioners: Seated, L. to R.—Albert L. Kolb, Buffalo, treasurer; Henry A. Schneider, New York, third vice president; Howard N. King, York, Pa., first vice president; Gordon J. Holmquist, Los Angeles, president; Thomas P. Mahoney, Chicago, second vice president; and J. Homer Winkler, Columbus, retiring president. Standing, L. to R.—Royce N. Kent, Omaha, chairman of the technical

commission; George E. Hogan, Cedar Rapids, Ia., chairman, publications commission; P. E. Oldt, executive secretary, Cincinnati; Lee Augustine, Cincinnati, representative-at-large; A. R. Tommasini, Berkeley, Calif., chairman, public relations commission; and George Wise, Cleveland, chairman, membership commission.

Over 700 at Craftsmen's Convention; Holmquist Elected President

Varied program marks St. Louis Meeting.

Next year it's Dallas; Philadelphia '54

OFFSET lithography was accorded considerable prominence in the clinics and other parts of the program of the annual convention of the International Association of Printing House Craftsmen, held in St. Louis, August 10-13. Men from offset plants, or combination plants also were prominent in the proceedings and in the election of officers for the next 12 months. Registration was 722, including ladies.

Gordon J. Holmquist, vice president of Cole-Holmquist, Inc., Los Angeles, printing and lithographing firm, was elected international president, succeeding J. Homer Winkler, Battelle Memorial Institute, Columbus. Mr. Holmquist had served as first vice president. Also moving up the ladder was Howard N. King, The Maple Press, York, Pa., who was shifted from second to first vice president; and Thomas P. Mahoney,



Panel on three major processes was handled by the above group. Left to Right: Robert Thiele, general superintendent, U. S. Printing & Lithograph Co., Cincinnati, who reported on letterpress; Milton Mild, superintendent of the art department, Western Printing & Lithographing Co., Southwest-

ern Div., St. Louis, who discussed offset lithography; Edward A. Aiken, moderator; and Frank Preucil, research director, Chicago Rotoprint Co., Chicago, who reported on gravure developments. A question session from the floor followed presentation by each speaker of his prepared talk.

The Regensteiner Co., Chicago, who became second vice president after having served a year as third. Moving into the vacated third vice presidency was Henry A. Schneider, Charles Francis Press, New York. Albert L. Kolb, Marine Trust Co., Buffalo, was re-elected treasurer. P. E. Oldt, Cincinnati, continues as executive secretary.

The convention preliminaries opened Sunday evening and the general session opened Monday morning. William F. Gutwein, director of employee and public relations, C. T. Dearing Printing Co., Louisville, Ky., gave a detailed talk on "Training for the Future". He showed a copy of the new manual "Human Relation Techniques for Management Men," issued by the LTF-PIA Foreman's Management Program. Mr. Gutwein then gave details of how the program works.

"Widening Horizons for Craftsmanship," and "Safety—a Production Necessity," were discussed, the latter by Willard A. Anderson, plant engineer of the GPO.

The Club Management Luncheon, Monday noon, was presided over by Mr. Mahoney, and featured several talks by International officials. Harold G. Gale, Fort Worth, chairman of the International Club Programs Committee, discussed "Well Planned Programs Pay Off," and Harold G. Crankshaw, Washington, chairman of the International Club Bulletin Service, had the subject "Your Club Bulletin—The Tie That Binds." The problems of membership, and record-keeping, were covered respectively by Harry R. Christopher, Baltimore, chairman of the International Membership Commission, and Mr. Kolb, International treasurer.

Two clinics were held Monday afternoon—"Design and Typography," and "Looking Ahead with the Big Three." In the latter, the three principal reproduction processes were covered by three speakers. Milton Mild, superintendent of the art department, Western Printing & Lithographing Co., Southwestern Div., St. Louis, covered recent developments in offset lithography. He mentioned such things as non-shrink film base, contact screens in 40" rolls that soon will be available, various control instruments, multi-metal plates, improved sensitizers, pre-sensitized plates, ungrained plates, electronic scanners, masking methods, and others.

Frank Preucil, Chicago Rotoprint Co., gravure printers, talked on the gravure phase of reproduction, and Robert Thiele, U. S. Printing & Lithograph Co., Cincinnati, discussed

progress in letterpress. Edward A. Aiken, chairman of the International Technical Commission, presided.

In the design clinic, presided over by Mr. King, many phases of design and layout were discussed by a capable panel. This discussion was carried on mostly from questions from the floor. Panel members were William P. Gleason, Colonial Press, New York; Howard N. Keefe, Arrow Press, Cincinnati; John Lamoureux, Warwick Typographers, St. Louis; Glenn M. Pagett, The Typographic Service Co., Indianapolis; A. R. Tommasini, University of Calif. Press, Berkeley; and W. J. van Wormer, Jr., McCormick - Armstrong Co., Wichita, Kan.

Exhibits of typesetting work and progress, including examples of phototypesetting, were displayed by American Type Founders, Bauer Alphabets, Intertype Corp., Lanston Monotype Machine Co., Ludlow Typograph Co., and Mergenthaler Linotype Co.

After more convention business was

disposed of Tuesday morning, the annual Printing Week session opened, with Mr. Tommasini presiding. Ferd Voiland, Kansas State Printer, and chairman of the International Printing Week Committee, presented a general view of the coming activities for Printing Week observances in January, 1953, and gave in some detail, information on what materials and aids will be available to local sponsoring groups. Morris H. Reaves of the GPO, Washington, talked on "Getting Organized for Printing Week," and the problem of financing the observances was discussed by Darrel J. Taylor, Frayne Printing Co., Seattle.

The annual contest for the best designs for the Printing Week stamps and posters was completed and winners announced as follows: stamp contest—Rick Koesterer, Warwick Typographers, Inc., St. Louis; poster—Emil Georg Sahlin, Buffalo, N. Y.

The annual midnight caucus for nomination of officers was held Tuesday night-Wednesday morning.

Final convention business, elections,

changes in districts and minor constitutional and by-laws changes were completed Wednesday morning in the final business session. Philadelphia was selected as the convention city for 1954, the 1953 selection of Dallas having been made a year earlier.

Claude V. McBroom, director of manufacturing, Meredith Publishing Co., Des Moines, addressed the Wednesday luncheon, in an inspirational talk, "The Craftsman's Part in Human Relations." He outlined four primary duties of an executive: organization, planning, motivating, and controlling. Twelve points which he emphasized as necessities for success were: faith and enthusiasm, character and personality, initiative and openness of mind, sound judgment and ability to think clearly, a delicate sense of justice and ability to get along with people, frankness, calmness and firmness, ability to see the other fellow's point of view, health, good speech combined with simplicity, knowledge of job, courage of convictions, and a sense of humor.



Design and typography clinic, seated, L. to R.—A. R. Tommasini, Univ. of Calif. Press, Berkeley; Howard N. King, The Maple Press, York, Pa., moderator; John Lamoureux, Warwick Typographers, St. Louis. Standing, L. to R.—W. J. van

Wormer, Jr., McCormick-Armstrong Co., Wichita, Kan.; Howard N. Keefe, Arrow Press, Cincinnati; William P. Gleason, Colonial Press, New York; and Glenn M. Pagett, Typographic Service Co., Philadelphia.



Production problem clinic by the Eighth District: L. to 'R., seated—John Braznell, Braznell Company, St. Louis; Ted Andrews, Ted Andrews & Sons, Wichita; W. J. van Wormer, Jr., McCormick-Armstrong Co., Wichita; Robert Dunn, Samuel Bingham's Son Mfg. Co., St. Louis; Milton Mild, Western Printing & Lithographing Co., St. Louis; and Willard J. Roeder, Beaumont Art Studios, St. Louis. Standing: Charles S. Barger,

Holland Engraving Co., Kansas City; Gene C. Meston, Capital City Printing Plate Co., Des Moines; William H. Talley, Modern Bindery, Tulsa; J. Homer Winkler, Battelle Memorial Institute, Columbus, international president and moderator; L. P. Albaugh, Meredith Publishing Co., Des Moines; and Gardner Wright, Acme Paper Co., St. Louis.

Mr. McBroom was introduced by Robert L. Jolley, scheduling manager of Meredith Publishing Co.

A panel discussion on production problems concluded the Wednesday afternoon session. Panel men were L. P. Albaugh, Meredith Publishing Co., Des Moines; Ted Andrews, Ted Andrews & Sons, Wichita; Charles S. Barger, Holland Engraving Co., Kansas City; John Braznell, Braznell Co., St. Louis; Robert Dunn, Sam'l. Bingham's Son Mfg. Co., St. Louis; Milton Mild, Western Printing & Lithographing Co., St. Louis; William H. Talley, Modern Bindery, Tulsa; Willard J. Roeder, Beaumont Art Studios, St. Louis; and Gardner Wright, Acme Paper Co., St. Louis. International President J. Homer Winkler was moderator for the many questions from the floor.

Some of the questions dealt with offset problems. Considerable discussion was devoted to plate abrasion which some thought was caused by certain inks. An example at the St. Louis plant of Western Printing & Lithographing Co., was cited where a

red ink was found to be abrasive, and was wearing the plate. A change of ink corrected the condition.

Next Year It's Dallas

The 1953 convention of the International Association of Printing House Craftsmen is planned for Dallas, Texas, September 13-16, at the Adolphus Hotel.

Magnesium plates, both for dry offset and for photo engraving, came in for discussion. Advantages include lightness, good etching properties and toughness. A disadvantage pointed out was that the metal corrodes too easily, and finished plates will pit and etch even from water or perspiration.

A quick method of developing a layout was given: Draw dozens of tiny layouts, postage stamp size, using the elements to be included. Take the best of them and expand them to about one-half the finished size for further refinements. For layout forms, the letters of the alphabet were recommended as useful patterns for general outlines.

In addition to the regular program, plant visits were held, and other events filled out the four days. The annual banquet was held Wednesday evening, with installation of officers as a highlight.

Concordia Publishing Co., Warwick Typographers, and Anheuser-Busch, Inc., held open house for plant visits. Tuesday evening, the convention attendants attended the St. Louis Municipal Opera, which was then showing Victor Herbert's "Babes in Toyland." On Wednesday evening the S. S. Admiral, streamlined Mississippi River steamer, took the group for a downriver cruise, from 8 p.m. to midnight.

A ladies program included luncheons, fashion show, opera, boat trip, and other events.

G. Stuart Braznell, of the Braznell Co., was general chairman of the convention, and Mrs. Bernice Braznell was chairman of the ladies' committee. Bernard C. Meyer is president of the St. Louis Club of Printing House Craftsmen, and Royce N. Kent, is the Eighth District Representative.★★

Farouk out! Flees in tears (See below and P.3)

This Day

A New Daily Edition

CLIVE TURNELL

O'NEILL is a white horse, usually seen at the Melbourne Jockey Club. The game of racing and betting is a traditional part of the life of the people of the city and surrounding districts.

NEWS IN COLOR HAS ARRIVED!

Last fence stumble that lost a race

The Argus

Melbourne, Mon., July 28, 1952

No. 31,000 10 Pages Price 4d

Published by the Argus Press, Ltd.



Football in Color on Back Page

7-MONTHS-OLD BABY IS THE NEW KING

SEVEN-MONTHS-OLD baby Ahmad Faud became King of Egypt at the weekend, replacing his pleasure-loving father.

THAT'S TWO

REPORTERS

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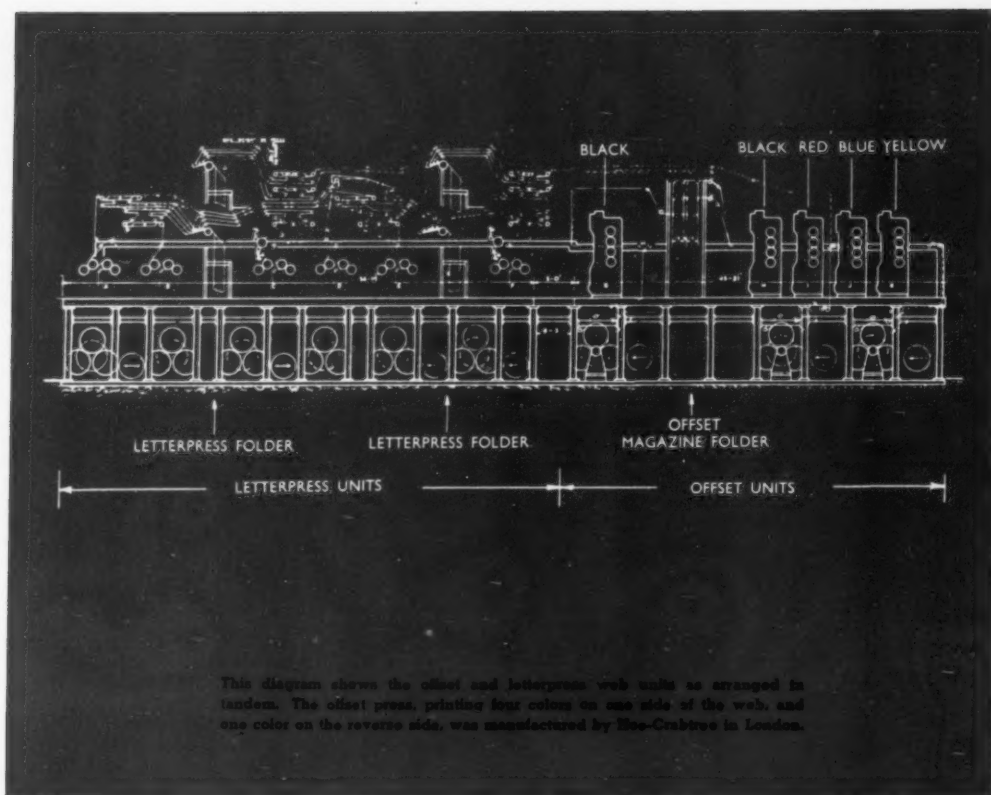
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to press Sunday night as it is a Monday morning edition.

T. W. Brown, illustrations manager of the *Argus*, told *Modern Lithography* that the color sheet, which forms the newspaper's front and back pages, is printed on a Hoe-Crabtree four-color web offset press, and the web runs directly from this press into the newspaper press. Color illustrations are printed by offset and all type material is printed letterpress, presumably from regular newspaper stereotype plates.

The presses were run at 15,000 cylinder revolutions per hour, four copies up, which produced 60,000 copies per hour on each machine. Two machines were run on the edition, he said.

"We had no difficulty in registering the color pictures on the letterpress

machine, and during the run there was practically no variation whatever," Mr. Brown reported, "and the registration of the offset machine kept perfect. We do find in running the sheet in the offset and letterpress combination that the color register of the offset side remains perfect. This appears to be due to the drag of the letterpress machine holding the paper more firmly."

Describing the first night's run on the new color project, Mr. Brown said, "We had a few paper breaks in the latter part of the night, mainly due to the tightness of the paper from the feed rollers." "Altogether," he added, "it was a very successful issue, and we intend to run a similar edition for next Monday."

The whole job was produced at the same speed as the ordinary news-

paper production, Mr. Brown said.

In *Modern Lithography* (May, 1952, Page 40, "Graphic Arts in the South Pacific") a report was given on offset operations at *The Argus*. Aller 63x42" bi-metal plates are used. Four color plates are made simultaneously on a multiple photo composing machine. Ink is pumped to the offset press units through pipes, similar to the system used on newspaper presses.

The offset press actually has five printing units. Four units print four colors on one side of the web, and the fifth unit prints black on the other side of the web.

The Argus first put in web offset presses in 1926, using them for magazines and newspaper supplements.

Mr. Brown is the author of an article "Magazine and News Production by Offset at New High Speeds" in the 1952 "Penrose Annual."★★

Safety is everybody's business

By G. Stuart Mansfield

Personnel & Safety Director, Western Printing and Lithographing Co.,
Poughkeepsie, N. Y.*

HOW many times have we picked up a publication and read something like this, "Every 16 seconds a workman is suffering an industrial injury. Every 4 minutes an industrial employee is being killed or permanently disabled. Every year 2 million or more industrial workers suffer an industrial injury or are disabled by an industrial disease." These industrial deaths and injuries occur in the production of goods and services that not only the American people, but people all over the world use. This is especially true of industries turning out war materials.

There are approximately 65 million workers in our American labor force. Each and every one is exposed to some hazard while they are on the job as well as off the job. So many people say, "It cannot happen to me. It always happens to the other fellow." However, we never know when an accident will strike.

Compensation and medical payments cannot compensate a worker nor his family, nor can it relieve pain and suffering that always accompany on and off the job accidents. We cannot continue to destroy and disable our American workers and continue the production levels that we need today. These facts and figures are not a myth given out by insurance

companies or safety engineers. They are plain cold facts.

I think everyone will agree the best approach to avoid accidents and industrial or occupational diseases is through an organized accident-prevention program. It has been charged that most employers have taken scarcely any measures to bring about accident-prevention work within their own plants and associations. As a result, labor unions have become critical of this fact and in a number of cases are taking it upon themselves to do accident-prevention work. At the same time others are urging legislative measures to bring about safe production.

Accident-prevention work is the responsibility of the management of every industry regardless of size. In the small plants where the owner acts as manager, this responsibility is his. In the larger plants of companies and corporations, this responsibility rests with top management, the officers, board of directors, plant managers, superintendents, etc.

Over a period of years we have adopted the philosophy of paying for the accidents and the injuries after they have happened. By spending $\frac{1}{3}$ of this cost, 75% of these accidents could have been avoided. Prices are increasing. Our compensation rates have increased to meet the increased

demands for compensation benefits and medical payments. With a continued increase in wages, there will be an increasing demand for an increase in compensation benefits which add to the cost of production. We know how keen competition is in our particular industry so that these increased costs do have a definite effect on our production.

The small shop owner with from 4 to 50 employees does not feel that this is his worry — his insurance carrier will take care of the cost. That may be true when it comes to the direct payment of benefits, but when the owner or management sits down to write the check to pay the premium for this coverage, they exclaim, "Why are the rates going up every year?" The answer is very clear. They are not spending a few dollars on accident-prevention work. They are having employees work on unguarded machines, in dirty, crowded, poorly lighted areas. They are using toxic and flammable chemicals. And last but most important, they are not selling safety nor are their employees sold on safety. An accident-prevention program is only as successful as the employees make it. There is no safety

*Based on a talk before the Printing & Publishing Section of the National Safety Council, New York, May, 1952 (For more on safety in the graphic arts, see the article "How to Set Up a Safety Program in a Small or Medium Size Plant," by P. J. Bernard, Modern Lithography, July, 1952, page 44.)

Effective accident-prevention programs, even in small plants, don't cost money—they save money

engineer nor director, nor any group that can ever work out a safety program unless the workers are interested and believe in accident prevention. That is why I have said, "Safety is everybody's business."

We cannot correct conditions by compulsory insurance, by extending or broadening the law, by increasing the benefits, by paying more money for medical and hospital care, or by spending more of the taxpayers' money to maintain an increase in the administration of the workmen's compensation laws. We can do it only by spending time and money and getting across to our employees the value of accident-prevention work.

So many people, especially in the smaller plants, will ask how this can be accomplished and what will it cost. Invariably if they feel or find that it is going to cost them money to maintain and carry on accident-prevention work, they stop right there and do not get into the cost factor. As a typical example, an employee suffered an amputation of the index finger of the left hand on a press. The medical expenses cost approximately \$250; the compensation benefits amounted to about \$1,500; and the down time on the press while the employee was away from work amounted to \$850 or a total of approximately \$2,500. A guard on the

particular press which would have prevented this same accident would have cost approximately \$25. It is true that of the \$2,600, perhaps the insurance company paid \$1,750. But what about the \$850 loss of production? Had the employee been sold on safety or had the owner of this particular plant been interested in accident prevention work, this hazardous condition would not have existed nor would the accident have occurred.

The owner of the small shop either can handle his own accident-prevention program or he can use one of his foremen or supervisors to do this job. This particular man should receive training in accident-prevention work which can be done through means of insurance companies, the National Safety Council, or associations. It means that the man who is selected to take on this particular work must spend additional time either at home or in the plant to study, inspect, recommend, and correct hazards. He must be qualified to recognize the hazards when they exist and he must have the authority from the owner or management to correct them once they are recognized. The owner or management must expect to compensate this man for the time he spends in training himself or in getting the training in accredited ac-

cident-prevention schools or classes which are held both during the day and at night. People engaged in this work must be given reasonable compensation or their interest will be half-hearted and the program will fail.

In the larger plants and associations, there often are safety directors and foremen or supervisors, or their assistants, or the employees themselves who serve as members of a safety committee. The employer or management should be prepared to compensate them for their time and efforts. A certain amount of time and effort should also be spent on educating the employees within the organization. There are all types of manuals and materials, books and magazines, that can be obtained. They will help with the training of supervisors and employees. This material does cost money, but it pays dividends at a later date once the program has been set up and is backed 100% by the owners and management. By doing this, we are educating everyone in trying to prevent the accident before it happens; thus cutting the cost of accidents. By so doing, the statistics on the number of workers being killed and injured will decrease and there will be less agitation for federal and state legislation to take over the accident-prevention program.

We all remember Pearl Harbor and how dumbfounded we were when we found we were at war. If we continue to ignore accident-prevention work, one of these days we will wake up to find that we do have federal and state rules and regulations which will control accident-prevention work. We must never lose sight of the fact that the owners and management will still have to bear the costs through taxation and possibly the increase in premiums and the increase in benefits that will go hand in hand with the accident-prevention work.

I think we will agree that management and owners can handle this in a much more efficient manner and at a lower cost than state or federal agencies. We are faced with a problem, and we must meet it at our level and get everyone interested in the accident-prevention business.★★



Walters Sees "Tremendous Potential" for Lithography in Next Ten Years

Head of U. S. P. & L., and new president of LNA started out as flyboy 35 years ago in Brooklyn

THE potential for offset lithography in the next ten years is tremendous, in the opinion of William H. Walters, president of United States Printing & Lithograph Co., and recently elected president of the Lithographers National Association. In a recent interview with this magazine, Mr. Walters outlined his views of the future of lithography. "Improvement in methods from the standpoint of preparatory developments, as well as perfection of equipment," he said, "will open up other fields previously controlled by other processes within the graphic arts industry."

The company headed by Mr. Walters, with its recent purchase of Sackett & Wilhelms Lithographing Co. of New York, now operates seven plants from coast to coast. Its products are widely diversified, and are produced by both offset lithography and letterpress.

"The lithographic industry must recognize the importance of proper training of craftsmen, as well as sales personnel," Mr. Walters observed. "This is necessary to meet the demand of what we have obtained over a period of the last 15 years, and the potentials in the next ten years,"

he added.

The president of U.S.P. & L. is a top executive who came up all the way from flyboy in the traditional Horatio Alger manner. A native of Brooklyn, he became an apprentice with U. S. in 1917, and in the old Brooklyn plant, progressed through nearly all the stages to the top. These included journeyman lithographer, pressroom foreman, plant superintendent, manufacturing director of all manufacturing plants which at that time numbered five, general manager of the eastern division operations, and a company director. Following these steps, he became vice president in charge of the eastern division, and first vice president. He was elected president in December 1948.

Under his administration the company has displayed steady progress, as evidenced by the construction of two new plants, and expansion of existing plants. The most notable of these developments was the completion in 1949 of the large one-story modern lithographing plant located on a ten acre site in Mineola, Long Island, some 25 miles from New York City. This plant operates two- and four-color 76" offset presses and smaller equipment, including finishing, die-cutting and related machinery. The Mineola plant replaced the older plant in Brooklyn.

Another postwar plant was erected in Redwood City, Calif., and the big home plant in Cincinnati was expanded considerably last year, and offset equipment was added. The newest acquisition was the Sackett & Wilhelms Co., as reported here last month. This included a sizeable plant in Long Island City, N. Y., and a New York sales office.

In addition to activity in Lithographers National Association, Mr. Walters also is a member of the executive committee of the Folding Paper Box Association of America, a director of Label Manufacturers National Association, and of the Point of Purchase Advertising Institute. He is a consultant to the Printing & Publishing Division of the National Production Authority in Washington.★★

Litho Sales Management Requires - - -

IMAGINATION

By John R. Sargent

Partner, Cresap, McCormick and Paget, New York*

PART 2

THUS far we have discussed good sales management on the basic premise that imaginative sales management is built on good sales management. Now where does imagination come in? What is the extra jet to our rocket that puts us up and beyond the range of the average?

Let's look at imaginative sales management in terms of the three components of sales management we have discussed:

1. Planning
2. Directing the sales effort.
3. Merchandising through advertising and sales promotion

Imagination in Planning. Planning is thinking objectively. Thinking takes time. It is surprising how many business men let themselves become so loaded with day-to-day details that they don't take the time to really think about their business. It's fine to be busy and keep your staff busy, especially if they don't have the capacity to think; but *somebody* in your business who has the ability—yourself, your partner, or your sales manager—should be consciously setting aside some time to think and plan both for today and for the future.

As management engineers, of course

we have developed skills in handling quite a variety of business problems. However, and it's probably not a good thing to admit, a very large share of our work comes from businessmen who also have the requisite skills, yet for a variety of reasons will not take the time to analyze their problems and think through solutions to these problems themselves.

How much time are we talking about? Well, if things are really in a mess, it may be quite a great deal. But, once major dislocations are out of the way, I would say management should take a minimum of one day (that is, eight hours) per month, or, if possible, three to four hours per week. I doubt if you will ever invest your time more wisely.

Of course, time alone will not do it. Imaginative planning is still 90 per cent perspiration and 10 per cent inspiration. The thinking must be done in an organized manner. Thinking about isolated problems for fifteen minutes while you are shaving or in the shower won't do it. Time on the golf course won't do it either. It takes mental discipline to keep at it; to concentrate on the items you have selected, and not spread yourself thinly over a wide variety of sub-

jects. Get away from the office if you can. As a starter, I would suggest setting up the five problems that you feel keep you from selling more than at present. Approach these independently, and systematically. Look at them from every conceivable angle, straight ahead, upside down, sideways, and think each through to a tentative solution. Then discuss each with your associates and fellow employees; make them think too. Study what other companies have done. Don't be afraid to borrow ideas. Then take your good ideas, whether original or borrowed, and see if they can be improved. Test them in a limited way if you can.

Gradually you will work your way through those first five problems, and be starting on the next five;—but more than that, you will be developing a state of mind and thinking pattern which will inevitably stimulate new ideas. If you are not doing this already, I will guarantee that you will get an entirely new perspective on the sales management of your business.

Imagination in Direction and Supervision of Salesmen. Now how about the imagination in the direction and

*Before the annual convention of the Lithographers National Association Inc. June, 1952, White Sulphur Springs, W. Va.

supervision of your salesmen? I don't need to remind you that to a great majority of customers your salesman is your company. Your rejoinder to



It takes imagination for Sales Planning...

that is probably, "Yes, and it's tough to get the kind of salesmen we should have to represent the company well." Of course, that is true. But let's be brutally frank, and say that in more cases than not, and whether you like it or not, your salesmen are a *pretty good mirror* of the kind of company sales management that exists.

If you will allow anyone who makes a business of studying sales management problems to interview a representative 25 per cent of your sales force, a good cross-section, he will tell you what kind of sales management you have. It is a standing joke that after a while people seem to resemble their dogs; the young lady with a sheep dog, looks sheepish, and the young man with the German shepherd looks and acts like a wolf. It's not nearly so funny, and much more true, that your average salesman looks and acts like your company sales management. And it's equally not funny that this fact is not generally recognized. A great many company managements think that while things are a mess back at headquarters, there is a good bunch out in the field and the salesmen are covering up with the customers. We run into it all the time. Who do they think they're fooling? Imaginative salesmen won't put up with sloppy, unimaginative sales management; and the reverse is equally true—imaginative sales management will not tolerate sloppy, unimaginative salesmen.

This may be partially due to the fact that too many business men are laboring under the outgrown concepts of what makes a good salesman. It used to be the idea that the salesman should be a self-managed, self-contained unit; a kind of perpetual motion machine — an optimistic, dauntless personality kid, who could wind the customer around his finger and bring home the order every time. That's the Model T concept of a salesman. Like the Model T, there are only a few of them left on the road.

Today's well qualified salesman is a good deal more akin to a 1952 model. He is more of a precision instrument and must be handled accordingly. He needs a careful, sensitive



...Sales directing...

foot on the throttle so that he is kept moving along at a good pace—not idling too much—and of course not burning out his bearings either.

But, needless to say, a salesman does not run on the gas of compensation alone. A good incentive compensation plan is tremendously important, but equally important is the right kind of inspirational leadership and morale building. On the matter of incentive compensation, I know that there are some businesses which are so complex that it is very difficult to develop an equitable, workable plan. But there are mighty few in this category. Too often, incentive compensation has failed in a particular case because the plan was not well conceived for the selling task involved. Yet incentive compensation is in effect the same principle that has made America great—individual initiative.

In principle therefore, I would urge you not to turn down incentive compensation, such as merit rating, which does not involve all the difficulties of straight commissions, simply because one plan didn't work. You should not eliminate incentive compensation from consideration until you are relatively sure that *no* type of plan will work. It's worth the trouble, for, if you find the right combination, the results will amaze you.

Beyond compensation, what other factors are there in a salesman's motivation? I realize that the word morale is overdone, but call it anything you want, it's still extremely important.

What does your salesman think about your company and his place in that company? Does top management have the attitude that the sales department is a necessary evil to keep the production department going? (That is actually the case in many companies where the executives have come up through production channels.) If so, it is probably reflected in the salesman's state of mind and attitude. Is he made to feel important all the time, or only when additional volume is important, as at present? Does he see members of top management from time to time, on a friendly, informal basis, or only at annual sales meetings? Is he consulted before sales policy decisions are made, or are they handed down arbitrarily? Does the sales manager get out in the field with him, listen to his problems, provide him with stimulation and inspiration, or is he on his own most of the time,

(Continued on Page 123)



...and sales promotion.

Removing Work from Plates

by Theodore Makarius

I HAVE been reading your articles and wonder if you would give me some information regarding the best method for adding or removing work from plates on the press. Very often we would like to make changes on a plate but we are not sure of the correct procedure.

* * *

Removing work from a press plate may be done in various ways, depending on the type of plate used and the size of the area to be cleaned. Small spots such as register marks, frayed edges or stencil marks can be removed easily by polishing with a snake slip, scotch stone or engraver's needle. These lithographic tools come in various sizes and thicknesses, and if necessary, they may be sharpened to a pencil point with sandpaper.

When using this method, this is the best procedure to follow: Roll up the plate with ink, gum smoothly and fan dry. Use a clean, moist water sponge to dampen the area to be polished. Be sure to keep the plate moist in the polishing area by frequently applying the water sponge. When frayed edges or work areas are to be polished, use a flexible straight edge made of steel or acetate. With one hand hold the straight edge along the line to be polished, making sure the body of the straight edge covers the work area. With the other hand keep apply-

(Some subscribers have been sending questions to Mr. Makarius regarding press operation and shop methods. He has agreed to reply to these questions, and selections from them will be published from time to time. Address questions to Theodore Makarius, c/o Modern Lithography, 175 Fifth Ave., New York 10, N. Y. Editor.)

ing water to the area being polished. It is important that the plate be kept moist while the work is being removed. Polishing a dry plate will not remove the work but will make that area receptive to ink. The straight edge should be flexible enough to conform with the curve of the plate cylinder. When polishing circular or irregular shaped edges, it is wise to make a stencil for a guide. These may be cut from old pieces of photo film.

After the polishing has been completed and the spot wiped clean with a water sponge, plate etch should be applied, and the spot gummed and dried.

Should it be necessary to remove large areas of work you will find the following method satisfactory.

Gum plate smoothly, fan dry and then use a solvent to remove the ink from any unwanted area. If it is an albumen plate, use a solution of sodium hypochlorite or Clorox to remove the albumen. On deep etch plates, after the ink has been removed with solvent, use amyl acetate to remove the lacquer from the image.

After the image has been erased from the plate, apply a full strength plate etch in that area. To insure complete cleaning of this particular area, add some powdered pumice to the plate etch, dampen a piece of flannel with this mixture and scrub the spot. Mixing pumice with the etch to a soft paste consistency serves a dual purpose: 1, it will prevent the etch from running or spreading into the area not to be changed; 2, the abrasive action of the pumice, plus rubbing the flannel in a circular motion, will help to remove any remaining portion of the unwanted image.

Another newer method of removing work from plates involves the use of an air brush sand blast device made and marketed for the purpose. Work can be removed quickly and efficiently by this method, with the sand blast action serving also to grain the plate surface.

When removing work from a

plate, regardless of the size of the area, it is essential that you proceed cautiously so that the grain of the plate is not destroyed.

If the image that has been removed shows signs of reappearing after running a while on the press, it is quite likely that the pH of the fountain water is too high or on the alkaline side.

When adding work to a plate the procedure is reversed in that the plate must be dry and free of gum. The area where work is to be added should be cleaned with pumice and clean water, then dried thoroughly. Some small lines or lettering may be added with a hard lead pencil, engraver's needle or scotch stone. If a scotch stone is employed be sure it is clean and has not been used with acid or gum for the purpose of removing work. When using an engraver's needle, care must be taken not to dig deeply into the plate surface or it will not transfer ink properly.

Larger solid areas may be added in the following manner. After the area has been thoroughly cleaned it should be counteretched. The counteretch for zinc is one ounce hydrochloric acid to one gallon of water; for aluminum, use one-quarter ounce hydrofluoric acid to one gallon of water. After the area has been washed with the counteretch and dried, a stencil should be made of the image to be added and placed in the proper position on the plate. An outline of the image, made with hard pencil or engraver's needle, will serve as a guide. Gum arabic may be applied to the outer edges of the image. After the gum has dried, asphaltum can be applied to the plate in the regular manner, as wherever gum has been applied the asphaltum will not take.

Touche and crayon also may be used when adding work. This, too, should be thoroughly dried and then washed out and asphaltum applied before going to press.

It must be noted and remembered that before attempting to add any work, the area involved should be thoroughly cleaned and counteretched.★★

THROUGH THE GLASS

AT the Craftsmen's convention in St. Louis last month, a couple of events provided a welcome change of pace from the convention routines. One evening was devoted to a performance, in the open air amphitheatre, of the St. Louis Municipal Opera. The other was a night-time steamer trip on the broad waters of the Mississippi.

ml

When one registers at a Craftsman's convention, one gets something a little more visible and concrete than a convention badge and a program: namely, a big envelope filled with all sorts of hand-outs, literature, gimmicks, novelties, give-aways, gismos, folders, et cetera. In St. Louis last month, the Los Angeles Club managed to get a little propaganda inserted in the form of a can of concentrated orange juice, and a card urging that the 1956 convention be held in Los Angeles.

ml

William B. Chase, secretary of the St. Louis convention committee showed up with his daughter who had on a dress creation made up from a print material featuring an attractive design of type letters in many different faces and sizes.



Mr. and Mrs. David W. Schulkind (above) are shown leaving July 27 via air for a tour of graphic arts centers in Europe. Mr. Schulkind, president of E. P. Lawson Co., New York, manufacturers of paper cutters and other equipment, is now on his third European trip in two years.

It would go nicely with Homer Winkler's newspaper necktie.

ml

Harris-Seybold Co. held open house at its display rooms during the convention for demonstration of the 17 x 22" offset press and a 34" Seybold cutter.

ml

A sabotaging of union rules and use of the union label was reported in the New York World-Telegram and Sun, August 6. In New York, the paper said, communist party literature was being printed by the Prompt Press, using the Allied Printing Trades Council union label, with the shop number 209. For other material the number 412 was used. The two numbers were listed as controlled by separate shops, but it was found the same workers were working in the same shop, but sometimes under the name of New Union Press.

ml

Across the East River, in Long Island City, the Long Island Star-Journal, last month dismissed a linotype operator, Allan Ross, for what was claimed to be an intentional typographical error. In setting up a recent syndicated column written by Navy Secretary Dan Kimball, the operator allegedly substituted the word "fascism" for "freedom" in a discussion of the "American system of freedom and security." A five-man panel of union, and other representatives heard the case, and Ross testified that he had been a member of the commies in 1938 and had taught in commy training schools. The error went into an early edition of the newspaper without proofreading, but it was called an error too apt in relation to the party line not to be willful.

ml

Mr. and Mrs. Theodore C. Fenn, Jr. of Fenn & Fenn, Inc., New York lithographers, announced the birth of their first child, a son, August 22. His name is Theodore C. Fenn III. The boy's grandfather and namesake is head of the offset firm.

ml

Arthur T. Dobbs, former sales promotion manager of the Ever Ready Label Corp., Belleville, N. J., is opening a combined antique and book shop in Wilmington, Del. He and Mrs. Dobbs are taking over the Baldwin shop at 103 W. 12 St., and will add their own collection of books on the graphic and industrial arts.★★

Cronak Plate Surface Treatment

is Simplified

THE two Cronak treatments that have been developed by the Lithographic Technical Foundation (Pre Cronak and Post-Cronak) have done outstanding jobs of improving zinc albumin plates. The Pre-Cronak treatment, applied before the plate is coated, keeps the zinc from oxidizing, produces sharper images, and makes the plate easier to develop. The Post-Cronak treatment but is applied after the plate has been developed. It removes residual coating and improves tremendously the desensitization and life of the plate.

To get the full measure of protection against oxidation, LTF has always recommended that the best time to Pre-Cronak plates is immediately after graining. This is often not too convenient. Many plants buy plates already grained. Others don't have the personnel and equipment to treat plates after graining.

A satisfactory way to protect zinc plates from oxidation during storage is the method that was described in LTF's *Research Progress* Number 10. This calls for the use of a two percent sodium bichromate solution instead of plain water as the lubricant in the graining machine. Sodium bichromate in the grainer seems to give zinc plates ample protection against oxidation under the storage conditions in most plants.

So, LTF's present recommendations are (1) use sodium bichromate in the grainer and (2) apply the Pre-Cronak treatment when you make the plate.

The Pre-Cronak treatment itself

has been simplified and speeded up. The original treatment had two drawbacks: (1) the plate had to be dried after it was treated, and (2) it had to be scrubbed thoroughly with cotton before use to remove the brown powder that formed when the plate dried.

It is still true that drying the newly formed Cronak film on the plate will give you the best possible results. But, LTF has found that the improvement you get is not enough to warrant the extra time. So, the use of Pre-Cronak treatment during platemaking without drying the plate, now is recommended. Also, a simple rub with cotton while the plate still is wet eliminates the need to scrub the plate to remove the brown powder that forms when the plate is dried. Here are the revised instructions.

Preparation of the Plate

1. Rub the grained plate thoroughly with cotton under running water to make sure there is no mud left in the grain.
2. Raise the plate to let the excess water drain off.
3. Apply your usual counter-etch solution.
4. After counter-etching, flush the plate thoroughly with water. Rub the plate lightly with a wad of cotton or a brush. (Don't rub the plate with a brush or cotton while the counter-etch solution is on it. Rubbing is OK when there is no acid on the plate.) Give the plate a final flush with water and let the excess water drain off.

*From material prepared for the current issue of "Research Progress," published by the Lithographic Technical Foundation, 131 East 39 St., New York 16, N. Y.

These preliminary steps, of course, are just the same as when you make any plate—with or without Cronak treatment. The actual surface treatment starts from this point with a clean, freshly counter-etched plate.

You can apply the Cronak solution in a sink, tray, or horizontal whirler.

Sink Treatment

After you have counter-etched, flushed, and drained the plate, lower the rack so that the plate is horizontal. Hold wide mouth containers of the Cronak solution, one in each hand. Dump the solution in the containers onto the plate, one after the other, from opposite sides. The idea is to flood the solution over the plate so that it is completely covered as fast as possible.

Let the solution stand on the plate for 30 seconds to one minute. Then rinse it off with a gentle stream of water. Keep rinsing the plate until the wash water becomes colorless. At this point in the original Cronak instructions, it was recommended formerly that you dry the plate. Instead of this, LTF now suggests that you swab the surface lightly with cotton under running water. The plate then can be put in the whirler and coated immediately. Don't touch the surface with your fingers or anything else that might be greasy or oily.

A correctly applied Cronak treatment turns the plate light tan. The longer the Cronak solution stands on the plate, the darker the color becomes.

Tray Treatment

If you are working with plates that are small enough to handle easily, you

may prefer the tray method of applying Cronak. Here, you put the cleaned, freshly counter-etched plate into a tray of Cronak solution. Keep it under the solution for 30 seconds to one minute. Then pull it out, let the excess solution drain off, and rinse it with water as before. Keep on rinsing until the wash water becomes colorless. Then swab the surface gently with cotton under running water. After this you can put the plate in the whirler and coat it immediately.

Whirler Treatment

You can also apply Cronak solution to the plate in a horizontal whirler. Clean the plate as before and put it in the whirler. Set the whirler speed at 25 to 30 rpm. Flood the plate with water and whirl it for about 15 seconds to throw off the excess. Then pour the Cronak solution onto the plate. Start pouring at one edge and continue across the plate to the other edge. This will prevent a dark colored "hot-spot" in the center that may occur if you pour from the center out to the edge.

When the plate is covered completely with the Cronak solution, stop the whirler. Let the solution stand on the plate for 30 seconds to one minute. Then flush the plate thoroughly with water. Keep rinsing until the wash water is colorless. Stop the whirler, and gently swab the plate with cotton under running water.

Start the whirler, shut off the rinse water, let the excess water whirl off the plate, and apply the coating.

Conclusion

With the exception of an alternate procedure of not having to dry the newly formed Cronak film on most plates, there is no other change in the methods of applying it. If you get a very special job that requires extra quality or a very long run, LTF suggests that you let the Pre-Cronak film dry as required in the original instructions.

You can get the formula and full details on both the Pre- and Post-Cronak treatments in LTF's Bulletin Number 802, "Plate Surface Treatments," (131 East 39 St., New York 16, N. Y.)★

let's look at

QUALITY

By Howard N. King

First Vice President
International Association of
Printing House Craftsmen

I think we all agree the past five or ten years have brought many changes. For one thing, we've lost something, which if not regained, will have a serious effect upon the entire industry in time. And that something is Quality. We need not only more Quality Printing . . . but equally important, we need individuals in our plants who think Quality, first, last and always.

It is easy for some of us to bemoan the fact that those whom we employ are not, and never will be Quality minded . . . however, as key men in our plants, it is your responsibility and mine, to see that our employees are properly instructed. Quality must be instilled in them at all times, and you can begin by seeing to it their particular corner, or cubby-hole, or whatever you want to call it, is a neat, clean and attractive spot in which to work. Make them happy by working with them and not against them, and you have made the initial step toward Quality.

Quality printing starts at the very top with management and works itself on down to the errand boy. Each individual from the head man on down must have it in his blood and his heart or the cause will be lost. They must be able to recognize quality immediately each working day of the year.

Quality printing is not a hit or miss proposition. It must be planned from the minute the order arrives and must be imparted to the workers daily, by the key men of the organization.

Much has been said and written over the past several years on the declining profit phase of our business. Today, more than ever before, we hear of the need of printing engineers

. . . men who can streamline our operations, so that every person will know exactly where to be and what is to be done. How many of us have put available new developments into practice?

You, of course, know that quality printing and engineered plants go hand in hand. Without both, I am afraid the time is coming when some of us will be swallowed up by those who know and realize the importance of those two terms.

Sales . . . and the lack of them . . . are a constant concern to many of us today. For the last 10 or 12 years we have had little to worry about. If we had a low spot on the sales chart we simply turned to the government and usually found a good order to take care of the situation. Today it is quite a different picture.

It is for that reason we again hear much about "Creative Printing" . . . for it is a well known fact, those who set themselves up to provide this service, are not often troubled with the lack of sales, cut-throat competition, or the usual hills and valleys in production.

If you are anxious to take yourself out of a very competitive market into a lucrative one, then go into the field of creative printing. It requires time, patience, money and above all the ability to do quality printing. It is by far the most satisfying part of our business to be in today. ★★

(The foregoing is part of Mr. King's introductory remarks at the typographic clinic at the St. Louis convention of the International Assn. of Printing House Craftsmen, August, 1952. While these remarks referred principally to typography, they apply equally well to printing and lithography in general.—Editor)

**Give him plates
worthy of his skill**

Kodak Plates...

for unsurpassed reproduction



Today's exacting requirements—especially when color is involved—put new premiums on the skill of photomechanical craftsmen...and on the materials they use.

That's why Kodak Plates are standard in the leading photomechanical establishments across the nation. Optically correct glass and sensitized coatings are combined under strict laboratory controls to provide uniform quality... uniform quality which aids in doing each assignment right the *first* time.

There are 13 different types of Kodak Plates. For any photomechanical requirement, the right Kodak Plate will meet your need exactly. Your Kodak Graphic Arts dealer is ready to serve you.

GRAPHIC ARTS DIVISION

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

Kodak

More Production

THE FAR-SEEING METAL DECORATOR WILL ALWAYS CALL UPON WAGNER WHEN MAKING A NEW INSTALLATION

The Wagner line includes: ROTARY-AIR OVENS, D. E. F. OVENS, AUTOMATIC STRIPPERS, SPOT COATERS, VARNISHING MACHINES, AUTOMATIC FEEDERS, ROLLER REVOLVING MACHINES, LABORATORY COATERS, SYNCHRONIZING DRIVES, AND OTHER SPECIALIZED EQUIPMENT.

When Thinking of Progress—Think of WAGNER

WAGNER LITHO MACHINERY

Metal Decorating Machinery

Harborside Terminal, Unit 3, 34 Exchange Place, Jersey City, N. J.



Division

METAL DECORATING

Bring in Plate from Hawaii in Coast Steel Crisis

American Can Co. on August 1 sent a specially chartered ship to Hawaii to bring back tinplate urgently needed for the manufacture of cans to pack the West Coast's highly perishable fruits and vegetables. The tinplate will supplement stocks badly depleted by the 53-day steel strike, the company said.

The steamship "Alaskan," chartered from the Mattson Navigation Co., sailed in ballast for Honolulu where the tinplate was to be loaded as soon as it arrived. The ship was to leave Honolulu August 10 or 11 and deliver the cargo in San Francisco about August 15 or 16.

"Because of the emergency facing West Coast growers and canners, the tinplate is being rushed from the company's Hawaiian plants which maintain a large inventory because of their relative isolation from mainland steel plants," Canco said. "The Island stocks will be replenished within 60 days in plenty of time to meet the needs of Hawaiian canners."

"This emergency measure is in line with Canco's policy of doing everything possible, regardless of expense, to assure adequate supplies of containers for packing perishable foods in any emergency," a company statement said.

"This tinplate shipment by chartered ship to help assure an adequate supply of containers for West Coast fruit and vegetable crops now nearing harvest will cost Canco more than \$100,000. However, our main concern is that cans will be available at canneries when they are needed."

When its San Francisco plant was destroyed by the 1906 fire, the can-making firm recalled, it shipped cans at great expense from all over the United States to pack West Coast crops then ready for harvest.

The tinplate being brought from the company's Hawaiian plants will

be sufficient to manufacture more than 1,000 freight carloads of cans for packing food for military and civilian use, the company reported.

S-W Operating New Plant

The Sherwin-Williams Company now has in production a new lithograph plant at Hubbard, Ohio, which will take care of the lithographing for the Container Division, Plant #2 in Hubbard, the company announced last month.

The litho plant is in a new modern building 125 x 200, there is one coating line, one single color press in tandem with a coater. The plant has a new Hoe press, Wagner spot coaters, and new Young Bros. ovens.

C. H. Day is general superintendent of the Sherwin-Williams container division, Chicago and Hubbard Plants. J. J. Hudson is plant superintendent of Plant #2 at Hubbard.

Dick Barkalow has been appointed general superintendent of lithography for Sherwin-Williams Co. and will

make his home office at the Hubbard plant. He is in charge of both litho departments at Chicago and Hubbard. Richard Sirtema has charge of the Chicago lithographing department.

Convention is Oct. 27-30

Plans are complete for the annual convention of the National Metal Decorators Assn. to be held in the Shamrock Hotel, Houston, Tex., October 27-30. Talks and social activities will be open to supply men, while tours to Continental Can Co., and Rheem Mfg. Co. plants will be restricted to NMDA members.

Neal Rader of the lithographing division of The Texas Co., Port Arthur, is in charge of convention arrangements. Hotel and convention reservations are being handled through George A. Frank, 1301 West Hamberg St., Baltimore 30, Md., secretary of the association. Registration fees are \$25 for members, \$35 for suppliers, and \$10 for ladies, payable in advance before September 30.

Signs Glow

Day and Night

Mass production of silk screened signs and emblems on reflected sheeting is a new national service being offered to the trade by the Fitzgerald-Nelson Co., Duluth, Minn. The firm—specializing in one, two, three, and four color screen work—is equipped to handle both large and small jobs, according to co-owners Jim Fitzgerald and Phil Nelson.

Major pieces of equipment used by the firm to facilitate production include a 36- by 48-inch vacuum frame unit, and a 30 by 40-inch camera.

All work is done with special transparent process colors over sheets of silver "Scotchlite" brand reflective sheeting. Use of this material makes



the signs and emblems visible both day and night in all kinds of weather. Under auto headlights, at night, the same day-time colors are seen by the approaching motorist.

Detailed information is available from the F & N firm, 525 Lake Avenue So., Duluth 2, Minn.



crowns · cans · drums

FOR EVERY KIND OF METAL DECORATING

*HOE builds
just the right press*

Working closely for years with the industries that use crowns, cans and drums, Hoe has developed a line of presses that makes it possible to lithograph — efficiently and economically — on any gauge of metal used for containers.

Several important improvements have been incorporated in the new Hoe Metal Decorating Press. In the operation of the new straight-line-feed press, the sheet of metal, after it leaves the feed pile, is conveyed through the press on a horizontal plane for its full travel.

Hoe Tandem Two-Color Presses — printing on tinplate, steel or aluminum, from 36 to 16 gauge — produce the finest quality of two-color metal decorating at the highest speeds ever attained in metal printing. One wet ink can be printed on another without difficulty. In gang die printing of caps and crowns, the entire lithographed sheet conforms exactly to the layout sheet.

For steel drums, the 50" x 72" Hoe Press will lithograph steel sheets, from 24 to 16 gauge, in as many attractive colors as may be desired — handling sheets in any size from 24" x 42" to 50" x 72".

Write for full information on the many sizes of Hoe single-color and two-color metal decorating presses.

R. HOE & CO., INC.

910 East 138th Street • New York 54, N. Y.
BRANCHES: BOSTON • CHICAGO • SAN FRANCISCO
BIRMINGHAM • PORTLAND, ORE.

Mid-Continent to Rheemcote

The name of Mid-Continent Petroleum Corp. and its D-X trademark, have long been familiar symbols on smaller-type containers, but the trademark is now being displayed with new merchandising effectiveness on 55-gallon drums lithographed by the new Rheemcote four color process. These large containers, made by Rheem Mfg. Co. are lithographed in red, black and cream, and round out family identification of Mid-Continent's entire container line from the smallest can to the 55-gallon drum.

Besides being sturdy shipping containers, Rheemcote drums are also acting as "moving billboards" for D-X products. C. V. Coons, Rheem vice-president in charge of sales, commented that the new multi-colored Rheemcote drums with the D-X trademark were subjected to an intensive test as to visual impressions on prospective purchasers in one of Mid-Continent's principal markets, Terre Haute, Ind. The study, conducted by the Manville Research Organization, revealed that each Rheemcote drum during its lifetime has a potential of 9,102 impressions.

Mr. Coons also pointed out that Rheemcote drums, printed in multi-colors on the world's largest metal decorating presses make it possible for users of steel containers to introduce their brand names, trade marks and other packaging information to containers of all sizes and in all colors and in detail as fine as on paper. Thus, consistency and family identification in package design, labeling and coloring can easily be established.

Can Firms Consider Joining

Negotiations were being carried on late in August between National Can Corp., New York, and Cans, Inc., Chicago, with the possible result of a combination of the two operations. M. M. Rutten, secretary of National Can, told *Modern Lithography* that a merger of the two companies was not being considered, but that rather discussions were along the lines of a "combination" effort. The Chicago firm is a privately owned manufac-

turer of beer cans and cans for general packing purposes, and owns a subsidiary lithographing concern, Warren Metal Decorating Co., Warren, Ohio.

National Can, which has a manufacturing and lithographing plant in Brooklyn, reported a net loss of \$246,285 for the first six months of 1952, compared with a net income of \$497,122 for the corresponding period of 1951. Net sales increased from \$15,146,742 to \$16,549,648.

Booklet on Tin Coating Gage

A new 8-page booklet titled "X-ray Tin Coating Gage" is available at no charge from C. J. Woods, Research & Control Instruments Division, North American Philips Company, Inc., 750 South Fulton Avenue, Mount Vernon, N. Y.

Reprinted from a trade publication and written by technologists of a large steel company, the article explains operating principles and gives complete application details covering
(Continued on Page 121)

*Fine Lines
Deserve a
Fine Finish*



You have undoubtedly worked hard to create a product that has a well-designed appearance in addition to its functional value. But have you analyzed as carefully the type of finish you are using on that product? A good finish can do a real selling job... subtly emphasize good lines... present an attractive surface that catches the eye... make your product look just a little different, and a little better. It is our business to make finishing materials that enhance appearance and give maximum protection. Write us regarding your problems.



Research, Quality, Service

Affiliate
GORDON BARTELS CO.
Roller Coating Specialists

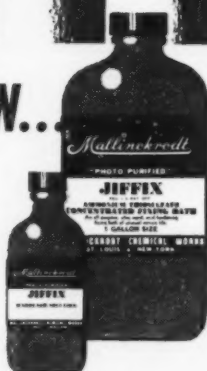
ROCKFORD VARNISH
Company
ROCKFORD, ILLINOIS

Manufacturers of Protective and Decorative Coatings

JIFFIX

the ready-mixed liquid fixer

**NOW... LESS CORROSIVE TO
STAINLESS STEEL TANKS!**



**SHELF LIFE INCREASED
FROM 10 TO 24 MONTHS!**

for more reasons than ever before...

DON'T FIX 'EM - JIFFIX 'EM

In laboratory tests, improved JIFFIX produced only nominal corrosion on type 302 stainless steel. In this respect it was superior to the older JIFFIX formulation and to ordinary acid-hardening hypo. Corrosion on type 316 stainless steel was negligible.

Also the improved JIFFIX now has a 140% longer shelf life. Yet, it is just as *fast, effective and economical* as ever. No weighing or mixing of chemicals... just dilute with water and use. JIFFIX is 3 to 4 times faster than hypo on pan and ortho film... twice as fast on process film. It fixes from 1½ to 2 times more film per gallon than ordinary fixer.

JIFFIX is even more economical when used for fixing films for engraving and lithography. It gives excellent results diluted up to 11 times!

Hardener is bottled separately for your convenience in "tailoring" film hardness.

ORDER FROM YOUR DEALER TODAY!



MALLINCKRODT CHEMICAL WORKS

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Manufacturers of Medicinal, Photographic, Analytical, and Industrial Fine Chemicals

Salesmen: Do you know

COMPETITIVE PLATE COSTS?

SINCE one of the basic reasons for the use of the offset lithographic process is the cost advantage of plates, as compared to photo-engravings and electros, it is obvious that a salesman selling offset should know enough about such costs to realize the possible competitive advantages which he may have. A simple method of giving the offset salesman the scale charges relating to the total cost of photo-engraving and electros is contained in the manual used for the evening course, "Lithographic Sales and Produc-

tion," given each fall by the Washington Square Branch of New York University, New York City.

The page giving this information is shown here.* For representative sizes the number of units charged for, according to the official scale for photo-engravings and for electros, and prevailing unit values, are converted to costs per square inch. These figures also are interpreted graphically for total scale cost in progressive steps of ten square inches

each. Notes on several of the premium scale charges and discounts also are included for photo-engravings.

It would be a simple matter for an offset salesman to compute the square inch costs according to the prevailing unit values in his city and draw similar graphs for total scale charges. In some cases he would be able to add his own offset plate charges for comparison. More extensive comparative data could be added by an individual plant.

(Continued on Page 121)

*Copyright 1950 by H. C. Latimer

Engravings

PHOTO-ENGRAVINGS - Scale @ \$.062; N.Y. City, 1950

Copper Half-tone—100 to 150 screens, 16 ga.

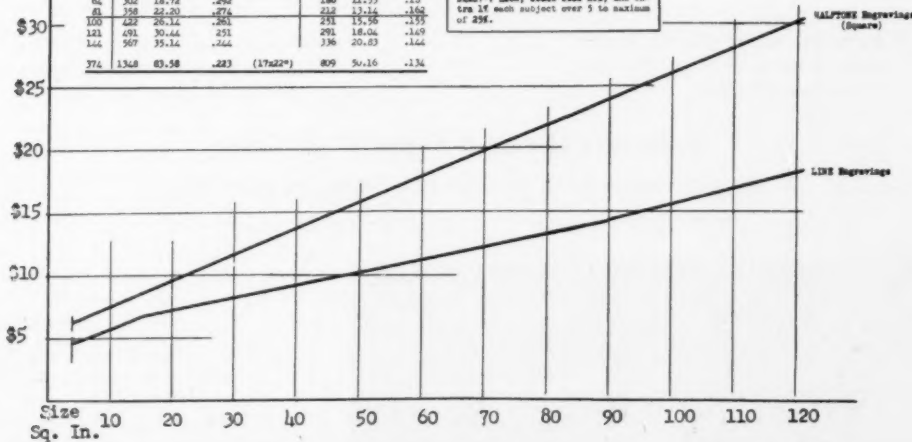
Sq. In.	Units	Cost	Per Sq. In.
10	130	\$7.85	\$1.15
20	137	7.25	.625
30	138	8.56	.27
40	155	9.61	.68
50	171	10.60	.626
60	189	11.72	.29
70	205	12.91	.63
80	222	13.76	.244
90	239	14.98	.23
100	256	15.87	.257
110	302	18.72	.292
120	358	22.00	.276
130	425	26.14	.261
140	491	30.44	.251
150	567	35.14	.244

Line Engravings—2 line

Units	Cost	Per Sq. In.
89	5.52	.613
107	6.61	.262
117	7.45	.305
123	7.63	.272
138	8.18	.268
148	9.18	.249
156	9.67	.24
164	10.27	.203
186	11.53	.15
212	13.14	.162
291	18.04	.169
336	20.83	.164

NOTES ON HALFTONE—

Outlining and Vignetting: add 50% to scale figures.
Combination Halftone and Line Plates: 2 times the halftone scale figure any stripping and inserting charged extra as line.
Highlight Halftone: 3 times scale.
Loss From Copies—limited to 5 or more full (exceeding 120 or less) subjects to go on flat not exceeding 14x17" each, scale less 10%, and extra 15 each subject over 5 to maximum of 25%.



Everyday Management Problems



Lithographic Advisory Service . . .

Study showing the cost of operating all lithographic equipment.

We set up budgeted hourly rates on equipment in member plants.

Trade Customs, Court Cases, Precedents on ownership of negatives and plates; color variation, etc.

Wage Chart showing wages, hours and working conditions in comparative form for all lithographic cities.

Labor bulletins deal with current negotiations.

Surveys on various lithographic problems. Mark-up on paper. Salesmans' Compensation Plan. Ink Usage.

Bulletins Loaded With Vital Data

All of this material and more can be yours by joining the NAPL

Write today joining up or asking for further information.

NATIONAL ASSN OF PHOTO-LITHOGRAPHERS

317 WEST 45th STREET NEW YORK 36, N. Y.

Remember the 20th Annual Convention of the NAPL, Nov. 5-8, Hotel New Yorker, New York City.

TECHNICAL SECTION

How to make a Percentage Focussing System for your camera

By Stanley Goldsmith

Wyoming, Ohio

DAY-to-day production of manufactured goods of the highest possible quality is the recognized goal of business. To achieve this goal, one of the greatest helps is standardization. In the photomechanical fields this standardization has led to several improvements; among these is scale-operation of cameras. Several manufacturers have recognized the use of this help to a certain degree.

However, there are certain shortcomings to many of the scale focussing devices. Among these, possibly the greatest fault is that a scale on the camera may have no relation to a scale on the lens. And if it does, the number has a purely arbitrary designation. How much more simple a scaling device would be if there were some logical point of departure, some easily found reference.

Since the copy which is to be photographed has definite dimensions, we can always say that the negative to be made should be a certain size in relation to the copy, and express this

relationship in percentage. For example, if a negative is to be the same size as the copy, it will be 100% of copy size. If the negative is to be half the size of the copy, it is 50% of size, and if it is to be half again as large, then the negative will be 150% larger than the copy.

We have then established a definite system of measuring negatives, bellows extension, copy-board position and lens opening, all in relation to the original copy. Since we have a key, then we can build a focussing and lens system in which one key number (the percentage of size of the negative in relation to the copy) can be used for all settings. This "single standard" offers many advantages over those systems requiring conversion of a size change to an arbitrary number which may or may not be used throughout the setting of the camera.

Finding Focal Length

It is imperative first to determine the exact focal length of the lens used

on the camera. Most manufacturers include this information with their lenses, usually in millimeters, although the lens marking on the barrel may be in inches. For instance, an 18 inch lens will have a focal length of approximately 457 millimeters. In the manufacture of a lens the manufacturer has certain tolerances which may make the focal length vary from that stated by several millimeters, either longer or shorter.

While this variation will have no noticeable effect on the performance of the lens, for our purpose it is not only convenient but imperative to know the *exact* focal length of the lens. There are several methods of determining this, and two will be given.

Set the camera accurately so that the ground glass image is the same size as the copy of known size; preferably a ruler. Then measure from the copy to the ground glass and divide this measurement by four. The result is the focal length.

for the man running the job . . . profit

Holding accurate color from start to finish of just one run is not enough for these pressmen. They must match colors from run to run, so when poster sheets are put together, colors will match perfectly. Maintaining such color fidelity is easier on a Harris, where ink and moisture control is in *their* hands. To a pressman, such an "assist" from his press represents profit.

for the man matching sheets . . . profit

Any press foreman takes pride in getting a good color match on every press. But in a plant producing billboards the images must match from sheet to sheet. The design must fit, in register as well as color. Thanks to Harris feed rolls, the foreman is assured of such register. He can relax; he eats and sleeps better. That's his profit.

for the advertiser . . . profit

When he uses huge billboards, the advertiser creates an effect—a sales impression. He wants the sales-provoking art of the poster artist produced accurately, economically, and on time. It's sales results that count with him. That's his profit.

for the man buying beer . . . profit

Buying a bottle of beer seems to have little connection with the printing industry, yet the billboard that reminded him, the label which guided him, the carton that helped him carry it home—all combine to make that beer available at lower cost. Ads build great demand; labels and cartons help to supply that demand inexpensively. The result is a refreshing drink at a price the consumer can afford. That's his profit.

✓ ✓ ✓

Advertising is basic to mass selling and mass production. Printing is essential to advertising. Our part in this is to make: Offset lithographic presses, rotary letterpresses, power paper cutters, litho-chemicals, paper drills, and bindery equipment. For fine graphic arts equipment, consult: Harris-Seybold Company, in all principal cities, or write to: 4510 E. 71st St., Cleveland 5, Ohio.



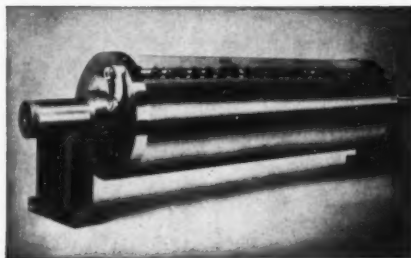
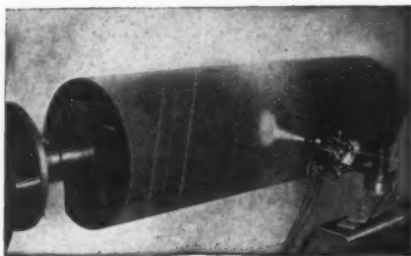
HARRIS-SEYBOLD



HARRIS MODEL 273 TWO-COLOR OFFSET PRESS AT WESTERN PRINTING & LITHOGRAPHING CO., ST. LOUIS, MISSOURI • COLOR PHOTOGRAPH BY CORNELIUS

fine graphic arts equipment...for everybody's profit

good as new and less expensive



Lithograph Press Cylinders Reconditioned By Specialists ...

FOR the past twenty years, Arthur Tickle Engineering Works has specialized in reconditioning for the trade, damaged printing press cylinders, or cylinders that have been reground previously on the bodies and are too small in diameter. In our modern plant, damaged cylinders have been turned down on the surface and sprayed with metals such as Hard Stainless Steel, High Carbon Steel, Monel Metal, and 18-8 Stainless Steel. Cylinders rebuilt by our process are more durable than new cylinders because of the increased hardness of the deposited metal and its resistance to corrosion. After spraying, cylinders are ground with precision accuracy to their original diameter or to any diameter desired. The thickness of the sprayed metal is controlled to vary from 1/32" to 1/8" on the side.

THE journals of the cylinders, if scored or worn, are rebuilt with High Carbon Steel (363 Brinell hardness) and ground to standard diameter, with a resulting increase in wear.

IT will require one (1) week of average time at our plant to recondition one cylinder, ranging from 14" to 18" in diameter. Two (2) weeks for two cylinders and approximately two and one-half (2½) weeks are required for three cylinders.

ALL cylinders received at our plant are inspected for size, condition of bearers and journals, and body run-out. Upon obtaining this data, we compare it with the customer's order or instructions. In case of discrepancy, we contact customer immediately submitting our recommendations and furnish exact costs for the work to be performed. This procedure has eliminated unnecessary work in some cases and in other cases, hidden defects have been brought to the customer's attention.

WE are equipped to spray any metal obtainable in wire form, on any surface round or flat, if it is a printing press cylinder, water trough, or the inside of a tank.

Tickle Engineering will be pleased to discuss your special problems and to submit estimates based on efficiency and careful cost control.

For quotations and any further information, visit our plant whenever convenient, telephone or write to



ARTHUR TICKLE ENGINEERING WORKS, Inc.

Repairers and Builders of Special Machinery

DEPT. M, 21 DELEVAN STREET, BROOKLYN 31, NEW YORK

(Only Office in the U.S.A.)

TELEPHONE MAIN 5-4200

A second method is to mark on the camera bed the position of the copy board at same size, or 100%, and then focus the copy at 1/5 size or 20%. Measure the distance the copy board has travelled, divide by four, and the result is the focal length. It is a good idea to make both focal length measurements. The calculations should agree closely.

The Lens Scale

The scale for the lens is easily made. Photograph a ruler divided in tenths of an inch so that ten inches is enlarged to the focal length of the lens. In other words, if the lens has a focal length of 18.25 inches, the ten inch ruler should be 18.25 inches long on the negative. In our percentage system we would say that we are making an enlargement of copy of 182½%.

The ruler then furnishes our scale. Taking the area between 6 and 7 inches as an example, the 6 inch mark is 60%, the 7 inch mark is 70% and the tenths of an inch divisions (now 182.5% larger) are each equal to a full percentage point, e.g. 61%, 62%, 63%, etc.

If the camera bellows will not allow for the magnification necessary, it is relatively simple to draw the scale, dividing the focal length into tenths (1.82 inches) and then subdividing into smaller units (.18 inches) for percentage unit points.

This scale is printed on metal and placed on the lens-board bed in some convenient position, with an indicator from the lens board standard pointing at the correct point on the scale. In practice, it has been found that by focussing at 50%, marking that point, refocussing at 100%, marking that point, and again refocussing at some other point such as 75% or 125%, the lens board scale can be located accurately.

Just a reminder—use a ruler as copy to make the reduction and enlargement measurements.

The Copy Board Scale

While the previous scale is easily made, the copy board scale is more difficult, as it cannot be made photographically. However, to make the

calculations less tedious, and also so that the scale can be used over again for different lenses, it is better to calculate the scale for a ten inch lens. After the scale is drawn it can be photographed again so that ten inches equals one focal length.

In this way, if a camera is equipped with two or more lenses, photographing 10 inches of the scale to the different focal lengths of each lens automatically gives a copy board scale correct for the lens in question.

You remember that a lens focussing at same size is two focal lengths from both the ground glass and the copy board, a total of four focal lengths. A point in the air between the lens and copy board is exactly a focal length equidistant between these two objects. In our calculations it is from this point that we do our measurements for a copy board scale. In practice we work from definite points.

At same size, or 100%, we divide 100 into 100 and get 1 as the answer. This is one focal length from the above-mentioned point. For 50%, divide 50 into 100 and the answer (2) is two focal lengths from the point. Further examples are:

95%	1.055	55%	1.82
90	1.11	50	2.00
85	1.18	45	2.22
80	1.25	40	2.50
75	1.34	35	2.86
70	1.43	30	3.33
65	1.54	25	4.00
60	1.66	20	5.00

In actual practice, drop one focal length in drawing the scale. If you are drawing the lens as it would be for a ten inch lens, the 80% mark will be at 1¼ inches from the 100% mark, the 50% mark will be at 10 inches from the 100% mark. Again being practical, rather than calculate all the points and measure them, divisions down to 75%, and from 100 to 200%, in 5% increments can be measured, the finer divisions interpolated. Below 75% it is advisable to measure each percentage point for accuracy.

This scale is photographed to size, printed on metal, and attached to the

camera bed so that a pointer on the copy board will indicate the percentage of enlargement or reduction.

We now have changed our camera to one which will indicate enlargement or reduction for the lens used directly in percent of copy size. In a later article we plan to discuss the making of a lens diaphragm control based on the same system. ★★

Technical Briefs Next Month

Abstracts of graphic arts literature and patents, under the title of Technical Briefs, will be resumed in this department in October. None was prepared for September due to the vacation schedule of the Lithographic Technical Foundation laboratory which prepares these abstracts.

Book on Color

"Color in Business, Science, and Industry", By Deane B. Judd. Photometry and Colorimetric Section, National Bureau of Standards. Published—April 1 1952, by John Wiley & Sons, Inc., 440 Fourth Avenue, New York 16, New York. Reviewed by Herbert P. Paschel

In order to use color intelligently, whether it be in designing a natural color television system, in creating an attractive package or advertisement for a consumed product, in mixing or matching inks, or in reproducing color copy by the lithographic process, it is necessary to understand thoroughly many factors that influence color perception. The sensation that is termed "color" is the evaluation of physical conditions—radiant energy, colorants, modifiers, etc., by means of a psychological process—the human eye and brain. It follows, therefore, that the sound and intelligent approach to understanding and, what is equally important, solving color problems, must be based on a combination of mathematics, physics and psychology and, in certain cases, chemistry. This is the science of visual psychophysics without which many of the noteworthy improvements in color reproduction would have been impossible. Such devices as the electronic

color correctors (scanners) could not have been designed without the precise information provided by visual psychophysics. The same is true concerning the creation of better inks, better separation and correcting techniques, etc.

Color in Business, Science and Industry is intended to provide a guide to this complex problem. The author has had over 20 years of intimate and daily contact with color problems at the National Bureau of Standards. In addition, he was ably assisted with his manuscript by a great number of the outstanding color scientists. Starting with the basic facts of the human visual system, of the nature of color and light, the author progresses to the intricacies of color matching, color notation and color deficiencies. The devices and systems by means of which color can be measured, defined and evaluated are discussed thoroughly and the reader will find himself introduced to spectrophotometry and spectrophotometers, to the fundamentals of colorimetry, to colorimeters and other color measuring devices, to color scales, color standards, color language and the like. The author offers concrete advice as to the efficiency of many devices for the measurement of color, when and when not to use them, how to use them, interpretation and accuracy of the results.

Considerable treatment is given the reproduction of pictures in color by photography, television and the lithographic process. Color notation systems such as Munsell, Ostwald and others are thoroughly described as well as the effect of gloss, opacity and other factors on the visual result.

In his preface Dr. Judd states, "The key to color problems of the future is to be found in visual psychophysics mixed with a liberal sprinkling of common sense. This book is an attempt to present visual psychophysics in terms that are practically useful."

Although this book is not intended for the absolute novice, even a beginner would be advised to prepare himself by orientating his thinking about color in the manner outlined in this book.

Partial Program is Announced for NAPL Fall Convention in New York

ADVANCE interest in the annual convention and exhibit of the National Association of Photo-Lithographers indicates that it will be well attended, and will have one of the largest exhibits of its history. Over 40 equipment and supply firms already have announced plans to exhibit lithographic products at the four-day event which opens Wednesday, November 5, and runs through Saturday, November 8. Convention sessions and exhibits will be held at the New Yorker Hotel, New York City.

Walter E. Soderstrom, executive vice president of the NAPL, has just announced some details of the program.

A. J. Fay, vice president and sales manager, National Process Co., New York, and president of the association, will discuss "Creating Sales in Today's Market". A panel discussion by several successful litho salesmen will be "Sharing Sales Strategy," and also in the field of sales and promotion will be a talk by Edward N. Mayer, Jr., president of James Gray, Inc., New York, speaking on "Advertising for New Business."

A new feature this year will be a discussion by several large buyers of lithography, of "How Lithography Serves Us." Panel members will be Fred E. Haubold, purchasing agent, General Motors Corp.; A. J. Gross, production manager, advertising department, Remington Rand, Inc.; George B. Dearnley, vice president, McCann-Erickson, Inc.; and H. R.

Meeher, advertising production manager, Colgate Palmolive Peet Co.

Jack Kromberg, CPA, New York, will discuss modern accounting methods, and will describe how modern accounting, calculating and recording equipment can be used. Exhibits and demonstrations of this equipment are to be held.

A speaker to be announced will discuss "One New Press — Will it Economically Take the Place of Two Old Ones?". Other subjects in the general field of management, costs, and estimating, will be a report on a survey covering mark-up on paper, ink and outside purchases, and "Is It Wrong to Make a Profit?", an address by Gay H. Brown, former justice of the New York State Supreme Court.

William M. Winship, Brett Litho Co., New York, president of the Lithographic Technical Foundation, will give a report on the work of LTF's cooperative research and education programs, and Dr. Ralph L. Lee, General Motors Corp., will talk on human relations.

All day Saturday will be devoted to a technical forum, sponsored by the Litho Club of New York. William J. Stevens, Miehle Printing Press & Mfg. Co., will be moderator of a panel and question discussion.

The annual banquet and dance is to be Friday evening, November 7.

The registration fee for the convention is \$15.★★

Do Your Litho Jobs Sell Products?

A salesman's interest, follow-up and service after a job is delivered often can generate additional business

By P. R. Russell

Parthenon Press, Nashville

NOBODY exudes more confidence than a successful lithographing and printing salesman. He is getting the business and making money for the firm, besides pulling down steady commission checks for himself. Tops among these successful salesmen are those who are having to service the fewest accounts. Most of the customers serviced by these men pay the prices asked for the work without complaining. It is a rarified atmosphere in which competition is less keen than anywhere else along the line. Everybody's happy and headed for bigger things.

How do they get that way?

Although the ways and means of getting to the highest in printing sales are too many even to mention in a single article, there are some "broad avenues" of approach that can at least be briefly scanned. Here is the story of how one unnamed salesman did it. He had his own limited, carefully selected list of accounts to service.

The bulk of his business pertained to selling—direct mail pieces, folders, booklets, broadsides. Soon he grasped the idea that the work he was producing had to do the job it was intended for—selling—if the customer came back for more. He concluded that printing that *sells* sells! And if it *doesn't sell*, it does not sell.

This conclusion led to the practice of "keeping score" on each individual piece, or group of pieces forming an individual mailing, to see how they came out. How much business was produced? How many of the items advertised in a mailing were sold as a result? He immediately experienced two surprises. One that he could get some very definite answers from customers, while others apparently had not bothered too much about getting the same information for themselves. Actually one or two customers were led to begin tabulating results of individual promotion enterprises by the interest of this salesman.

In every instance his inquiries were welcomed and appreciated by every customer. Leading automobile manufacturers are known to follow their products all the way to the ultimate junk yard, but a lithographer seldom bothers about his product after he gets a receipt for the delivery of the job. A rare few go on from there—the highly successful always do.

Simplest way to keep score on individual jobs sold and their success in selling is to use an ordinary folder file. To a sample of the finished job, clip a card which carries only two dates. It should record the date the job is delivered to the customer, with perhaps "first," "second," "third," meaning printings, in parenthesis besides the delivery date.

The second date on the card is the date suggested for the first check-up on the results. This is determined on the basis of the nature of the piece itself. How long will it have to be in circulation, or in use in any way.

(Continued on Page 105)

Color's the Thing!

Color in lithography and printing gives that extra spark. More multi-color presses, better ways of reproducing color, improved techniques, all add up to more color — faster and better. Color is ink. Ink is the link between all of your expensive photography, color correction and plate making on the one hand, and the finished press sheets on the other.

Don't be satisfied with anything less than the finest quality inks — based on the most up-to-date laboratory research and controlled manufacturing methods. This is what you get with Kienle Inks. For 50 years, Kienle has maintained a reputation for the most advanced inks for lithography.

***A trial run on your own
presses will convince you.***

K IENLE INK

K IENLE AND COMPANY

33-47 Nassau Ave., Brooklyn 22, N. Y.



PIA Readies Plans for Oct. Convention in St. Louis

REGISTRATIONS in August had mounted above 300 for the annual convention of Printing Industry of America, to be held October 13-16 in the Chase Hotel, St. Louis. This is about one-third of the total expected to register for the affair, PIA said.

The Associated Printers & Lithographers of St. Louis, which is making all local arrangements for the convention, promises an active program of entertainment, in addition to the regular program, and exhibits. A feature will be the showing of the best of "self advertising" done by printers and lithographers as recognized by the competition being spon-

sored by the Miller Printing Machinery Co., Pittsburgh. Entries for this contest were to close September 19.

Most of the convention sessions are to be town meeting style, with members of the audience free to participate in the discussions. Subjects generally center around management problems.

In addition to the Chase Hotel, which will be the convention headquarters, other nearby hotels include the Park Plaza (next door), Forest Park and Sheraton.

Information is available from PIA offices, 719 Fifteenth St., N. W., Washington 5, D. C.

Alter Deviny Retirement

John J. Deviny, public printer of the U. S., was exempted from compulsory retirement for age for an indefinite period through an executive order signed by President Truman recently.

Adv. Expenditures Set Record

Expenditures for all kinds of advertising in the United States reached a new dollar volume in 1951, compared with previous years. The 1951 figure reached \$6,496,500,000, which was 14 percent more than the amount spent in 1950.

For 1952, the expenditures are continuing upward at a level about 9 percent above last year. These figures are contained in an issue of *Printers' Ink*, issued last month.

The survey, conducted for the magazine by McCann-Erickson, Inc., advertising agency, showed that while newspapers got the biggest share of the advertising budgets (34.7 percent), television showed the biggest

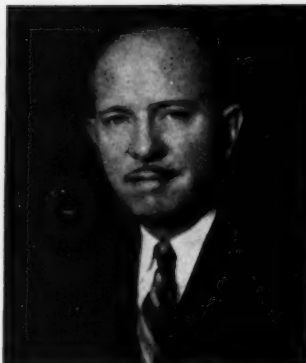
increase over 1950 (93.3 percent). All media showed gains, with direct mail fairly high with a gain of 15 percent.

DMAA Convention is Oct. 8-10

Plans are now complete for the annual convention of the Direct Mail Advertising Assn. which is to be held October 8, 9, and 10 at the Shoreham Hotel, Washington. Harry A. Porter, Harris-Seybold Co., Cleveland, is chairman of the DMAA nominating committee. The board of directors includes Frank Gerhart, American Type Founders, Elizabeth, N. J.; W. Bayard McCoy, Stecher-Traung Lithograph Corp., Rochester; and Arthur A. Wetzel, Wetzel Brothers, Milwaukee lithographing and printing firm.

Hold Financial Conference

A two-day conference for financial executives of lithographing and printing firms was being held at the Waldorf-Astoria Hotel, New York, September 8 and 9. Sponsor was the



Rowe Heads Int'l Guild

Norman L. Rowe (above) was installed as president of the International Printers Supply Salesmen's Guild at the annual meeting of the Guild on August 11th at St. Louis. Mr. Rowe is vice president and eastern general manager of the Ideal Roller & Mfg. Co., Inc. and has been active for many years in numerous organizations and activities in the graphic arts industry. Prior to his election as vice president of the International Guild, which office he held until his election as president, Mr. Rowe had served two terms as president of the New York Printers Supply Salesmen's Guild.

As president of the International Guild, Mr. Rowe succeeds Carlton Mellick vice president in charge of sales, Miehle Printing Press & Mfg. Co., Chicago.

Lee Augustine, Printing Machinery Co. was elected first vice president, M. M. Caldwell, Sam'l Bingham's Sons Mfg. Co. is second vice president, Myron F. Lewis, *Graphic Arts Monthly* is secretary, and Damon H. Moore, Miehle Printing Press & Mfg. Co. is treasurer.

Mr. Mellick, reported that the International Guild had expanded during the past two years from three clubs in New York, Chicago and Boston, to ten clubs, by the addition of seven new units in Philadelphia, Cleveland, Cincinnati, Detroit, Dallas, Los Angeles, and St. Louis. Total national membership was reported to be over 800.

Concluding the annual luncheon meeting attended by 135 members, Kenneth G. Yost of the National Metal Trades Ass'n. delivered an address on the subject of "Human Engineering in Business and Industry."

Printing Industry of America. "Planning Financial Management Today for Tomorrow's Growth," was the theme.

NEW

better than ever...

GLAZCOTE

*it's
Homogenized*

**new GLAZCOTE
mixes instantly and
completely with ANY
printing ink....
conditions ink for
tough, scratch-proof
printing.**

SEE FOR YOURSELF

Try this new Homogenized Glazcote. Test it, examine it. Your satisfaction is guaranteed.



The newly improved, *homogenized* Glazcote now can be blended rapidly and thoroughly with any printing ink. This means you can have tough, glossy, scratchproof impressions on *all* your jobs—with the resulting high customer satisfaction. And the cost is amazingly low.



Glazcote conditions ink to dry with an armored finish, keeps it from being scratched or marred during cutting, scoring, folding and gathering. It protects through handling, stacking and shipping, too, so your customers receive the top-quality, clean, unmarred printing that brings repeat orders. Glazcote will never separate, settle or chalk.

See your dealer today or write us for a 4 lb. trial can. If you are not completely satisfied, return the unused portion at our expense.

Central



COMPOUNDING COMPANY

1718 North Damen Avenue • Chicago 47, Illinois

IN CANADA—J. F. CANADIAN FINE COLOR CO., LTD., TORONTO

EXPORT DIVISION: Guiterman Co., Inc., 35 S. William St., New York 4, N.Y.

Harris-Seybold Elects Three to Vice Presidencies



Ren R. Perry

W. Ray Spiller

George C. Houck

Election of three new vice presidents for sales, engineering, and operations by Harris-Seybold Company's board of directors was announced in August by George S. Dively, president, and R. Verne Mitchell, chairman of the board.

Ren R. Perry, 45, has been named vice president for sales. Harry A. Porter, formerly Harris-Seybold's vice president in charge of sales, becomes the company's senior vice president.

Elected vice president for engineering is W. Ray Spiller, 53, formerly chief engineer of Harris-Seybold. Charles W. Harrold, formerly vice president in charge of engineering and research, continues as a vice president of the company, in an advisory capacity.

Mr. Dively also announced that George C. Houck, 39, will fill the new post of vice president for operations. Mr. Houck was formerly assistant to the president and was also Harris-Seybold's planning director.

Citing the three advancements as a major step in the company's program, Mr. Dively said that they were "designed to build up the executive organization to meet the demands of Harris-Seybold's increased volume of business, and to prepare for future expansion."

Election of Mr. Perry to the sales vice presidency climaxes his steady, quarter-century rise to recognition in the graphic arts industry. For the past three years he has been Harris-Seybold's general sales manager, with growing responsibility for the company's extensive sales and service operations in the United States and Canada.

As right hand man to Harry Porter, Mr. Perry worked with one of the best-known men in graphic arts. Associated with Harris since 1906, Mr. Porter is often called a "Grand Old Man of the Printing Industry," and is particularly noted as a leading figure in offset lithography's successful battle to win acceptance as a major printing process.

Mr. Perry first joined Harris-Seybold in 1926, and was a member of the field sales force in New England, New York, Chicago and the Midwest. He left the company in 1938 to operate his own printing machinery firm in Chicago. Returning in 1944, he became Harris-Seybold's western district manager in 1946 and general sales manager in 1949.

Like Mr. Porter, Charley Harrold has

been associated with Harris since 1906. His engineering abilities made him a key figure in development of the modern offset press, including the first four-color. His wide experience will continue to be available to Harris-Seybold and its customers on an advisory basis, and he will continue as a member of Harris-Seybold's board of directors.

As the new vice president for engineering, Mr. Spiller will be responsible for Harris-Seybold's million-dollar-a-year research and engineering program in graphic arts equipment. A former chief engineer of the White Motor Company, he joined Harris-Seybold in 1939 as chief engineer of the Seybold division in Dayton, Ohio. He was transferred to the Cleveland engineering staff in 1948 and became the company's chief engineer in 1950. Among other technical society activities, Mr. Spiller is a member of the research committee of the Lithographic Technical Foundation and the board of governors of the Cleveland Engineering Society.

Mr. Dively pointed out that George Houck's promotion, particularly, "permits greater delegation of responsibility, an important element in the management of a growing organization." In his new capacity as vice president for operations, Houck will relieve Mr. Dively of many internal administrative responsibilities, will co-ordinate the company's various manufacturing operations, and will continue his over-all planning activities. He joined Harris-Seybold in 1939, was transferred to the general offices in Cleveland in 1944 and in 1947 was named assistant to the president.

Harris-Seybold now operates three plants and is one of the nation's largest manufacturers of graphic arts equipment. The Harris plant in Cleveland is said to be the world's largest producer of offset lithographic presses, and also builds an increasing number of sheet-fed rotary letterpresses. The Seybold plant in Dayton is the world's leading producer of power paper cutters for printing plants and paper mills, and also manufactures other bindery equipment and small offset presses. The Harris Chemical Division now occupies a new and separate manufacturing facility in Cleveland for production of lithographic chemicals.

Plan "Printing for Commerce"

The tenth annual Printing for Commerce competition and exhibition is now being planned by the American Institute of Graphic Arts, and Victor Ratner is chairman of the committee in charge. The exhibit this year is to be national in scope, AIGA said. Lithographic and printing associations, Craftsmen, art directors, and advertising associations are being invited to participate.

Committee members are:

Leo Rogers, Rogers Engraving Co., Inc.; A. L. Berman, Sr., Marquardt and Co., Inc.; William Bernbach, Doyle, Dane, Bernbach, Inc.; Clifford L. Van Derbogart, John P. Smith Co.; Alvin C. Eurich, The Fund For The Advancement Of Education; Jerome Weinstein, The International Press; Fred L. Palmer, Earl Newsum and Co.; Herbert Moscow, The Wickersham Press, Inc.; Dr. Arthur M. Sackler, Wm. Douglas McAdams, Inc.; Louis Engel, Merrill, Lynch, Pierce, Fennner and Beane; William Chopin, Kimberly-Clark Corp.; Fairfax M. Cone; E. O. Machlin, Art Color Printing Co.; Thomas J. Ross; Charles E. Springhorn, Standard Oil Company (N. J.); George F. Arata, Snyder and Black; Horace Hart, Leo Hart & Company; George Krikorian, The New York Times; Sam Golden, American Artists Group Inc.; Melvin Loos, Columbia University Press.

Entry blanks may be obtained from the American Institute of Graphic Arts, 13 East 67th St., New York.

LTF Research Meeting Planned

Plans have been announced by the Lithographic Technical Foundation for its annual research meeting, which is to be held December 8, 9 and 10 in the Conrad Hilton (Stevens) Hotel, Chicago. The first two days are to be open sessions to which LTF member companies may send key men, an LTF spokesman said. The third day is planned as a meeting of the research committee and the LTF board.



The Fitchburg Family
of Fine Papers
for Printing

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Fitchburg Paper Company FOUNDED IN 1861

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You'll Want to See It

Fitchburg Paper Company introduces its new **DIAMOND-WHITE OFFSET**, a gem of perfect brilliance among all fine offset papers. This remarkable new sheet surpasses the finest Fitchburg has ever produced. Mere words cannot adequately describe it—and need not. You are invited to send for samples and let one glance suggest to you the adjectives omitted here. Write today. No obligation. Sold mill-to-you, of course.

DIAMOND-WHITE OFFSET



Hold Coated Paper Demonstration

Charles Shapiro, manager of the educational department of the Lithographic Technical Foundation, (at microphone) conducts demonstration of offset printing at recent three-day printing paper school conducted by Kimberly-Clark Corporation. Using ATF Big Chief press, Shapiro shows ease of printing on coated lithographic paper. First of its kind to be held by Kimberly-Clark, the school was held at Neenah, Wis., July 16-18, for representatives of fine paper distributors from coast to coast. Thirty-six attended.

The three-day school sessions for

sales staff members and officers of merchant firms centered around the features of Kimberly-Clark coated papers, markets, competition, and the services provided by the manufacturer.

Howard Watrous, also of the L.T.F., and David Campbell of American Type Founders assisted Shapiro in the demonstration on an ATF Big Chief press, set up expressly for the school. Kimberly-Clark's staff faculty for the school numbered 11. The school program included visits to the company's Research and Development Laboratory and two of its mills.

S. F. Officers Installed

Paul Gallagher, California State Printer, last month installed the new officers of the San Francisco Club of Printing House Craftsmen at a social meeting held in the Elks Club. More than 100 members and guests were present for the dinner and dance.

Herman Schunter heads the club as president for the coming year. Other officers include: Louis C. Hintz, 1st vice-president; Lester Lloyd, 2nd vice-president; Harry Mann, recording secretary; and Bob Steenberg, financial secretary.

Brandenburg Heads Local 17

Ivan T. Brandenburg last month was elected president of Local 17 of the Amalgamated Lithographers of America.

Mr. Brandenburg will fill out the unexpired term of G. C. Simmendinger who retired from active participation as an "exempt member" under the union's new pension plan. The former president had defeated

Brandenburg, for many years previously head of the local, in the last election by a narrow margin.

Other officers of Local 17 who continue in office include: Arnold Ruth, vice-president; William Harnett, recording secretary; Marie Feil, financial secretary; and, Thomas Finale, treasurer.

Hold L. A. Foremen's Course

A foremen's management training program for Southern California graphic arts executives began Aug. 18 under sponsorship of the Los Angeles PIA. The course is to run for five and one-half weeks. Meetings are being held Tuesday and Thursday of each week at 7 p.m.

Five sessions are devoted to job relations, three to job instruction, two to job methods, and one to front-line management. Attendance at each course is limited to 12, but the series will be continued as long as interest stays high, according to Henry Henneberg, general manager of the PIA.

Exhibit at State Fair

The City and County of San Francisco, at its California State Fair exhibit in Sacramento from August 28 to September 7, honored the graphic arts with a large display.

The San Francisco Club of Printing House Craftsmen was asked by city officials to take charge of the entire display and to schedule what the Club thought would be appropriate for over a million expected visitors to the fair.

A cash appropriation of \$8,000 was made. Executive committee of the club named Tom Hislop as general chairman.

Every branch of the industry was represented with appropriate displays.

Oregon Groups Merge

The Master Printers of Oregon, up-state organization of commercial printers, is dropping its separate name to become a regular division of the Oregon Printing Industry, which will be the over-all association. Portland members will maintain a separate division.

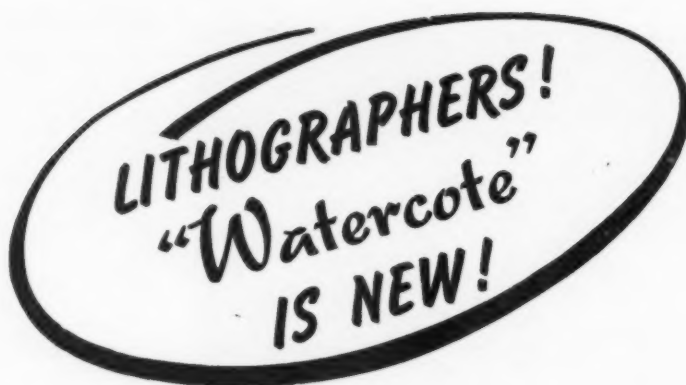
Each group will have its own board of directors and its own officers; and each group will send 2 delegates to the opposite group as board members. Next state convention of the OPI is at Gearhart, November 22 and 23.

To Open Calif. Shop

A lithographic shop, for the production of wholesale Christmas cards, is to be opened soon in Sausalito, Calif. near San Francisco, by Wallace L. Kibbee. Construction is underway at 115 Second St., for a 25 x 48 foot building. Mr. Kibbee now is in business in San Francisco.

Plan First Utah Convention

The first annual convention of the Printing Industry of Utah was to be held in Hotel Newhouse, Salt Lake City, September 19 and 20. The theme is "Cost Accounting in the Graphic Arts for Greater Profits and Successful Selling." Several talks and discussions were scheduled as well as a trip to the Utah State Fair, and a dinner dance on Saturday evening.



You can now make

- **COLOR PROOFS**

From negatives using black and primary colors on an opaque white plastic sheet.

- **WITHOUT**

Overlays or a press proof or Additional equipment.

- **WITH**

Speed and economy *never before offered.*

The process is as simple as the making of a "blue-line," requiring no other skill; nor equipment other than your whirler, vacuum frame, arc light and a sink for water development. Colors are developed one upon another without protection or lamination between colors. The process uses negatives making a positive print of all the colors in register by surprinting.

The "Watercote" color print processed by your men in your plant, will unfold the practical uses it will serve.

THE TRIAL "WATERCOTE" KIT FOR \$7.50 INCLUDES:

2 sheets of Lofrite #30 — 24" x 30" x .010"

4 eight ounce bottles of emulsion colors, and
simple directions, easy to follow.

Write Today for Sample Kit
to Dept. M



DIRECT REPRODUCTION CORPORATION

811-813 UNION STREET

BROOKLYN 15, NEW YORK

Phila. School Nearly Ready

The new lithographic printing education department at the Murrell Dobbins Vocational Technical School is expected to be ready this fall, according to a report by Thomas McCabe, public relations director of Printing Industries of Philadelphia, which advocated the needed facility. "Slowly but surely," Mr. McCabe said, "the lithographic printing department is taking shape."

"School officials have informed us that the plumbers and electricians will shortly have the new room ready for the equipment installers to move in with the new machinery which will give Philadelphia its first offset lithography training department in the local school system."

"As you will remember, the Board of Education recently approved an appropriation of \$30,000 for the purchase of new lithographic camera, plate and press equipment. "All this material has been ordered and everybody is hoping that we will have the department ready to operate this fall."

"Details concerning registration for all classes will soon be made available to all members of Printing Industries of Philadelphia."

Vulcan Appoints Factory Mgr.

Vulcan Rubber Products, Inc., Brooklyn, N. Y., has announced the appointment of W. P. Frisco as factory manager. Mr. Frisco was technical director of the St. Clair Rubber Company from 1944 until he assumed his new position with Vulcan.

Gamse Adds Cutter

Gamse Lithographing Co., Inc., Baltimore, last month installed a Seybold 64" cutter. Herman Gamse, president, reported. The new machine is now part of a battery of similar machines the company uses for cutting labels, he said.

Security's Net Falls

Security Bank Note Co. reported a net profit of \$76,363 before income taxes, for the first half of this year. This compares with a net of \$101,127 for the same period in 1951. S. W. Muldowney, president, said that

operations in the second half of 1952 will depend on success in obtaining additional foreign contracts. He said that the company now is in position to develop a diversification program, following an extensive study.

Nelson Heads Lanston Co.



Robert F. Nelson (above) industrialist and recipient of the Navy Distinguished Public Service Award, has been elected president and general manager of the Lanston Monotype Machine Co., Philadelphia, with authority to "develop to the limit" the company's research program.

Announcement of Mr. Nelson's appointment as chief executive officer was made August 5 by Sylvester W. Muldowney, chairman of the board, of Lanston, and president of the Security Bank Note Company. The announcement followed a luncheon meeting of company directors and executives.

Mr. Muldowney said that Mr. Nelson had been persuaded to leave his post as executive vice president of American Type Founders, Elizabeth, N. J., with the understanding that Lanston Monotype would push to the fullest its new research program for the development and improvement of products for the graphic arts industry.

Mr. Nelson has had wide experience in the industrial field. Prior to his position with American Type Founders, he was vice president and assistant to the president of R. G. Le Tourneau Co., manufacturers of earth moving equipment.

His contributions in the field of fire control and the production of computer instruments during World War II brought him recognition from the U. S. Navy. Secretary of the Navy Dan A. Kimball presented Mr. Nelson with the Distinguished Public Service Award at ceremonies in Washington in January of this year for his work in this field.

The company Mr. Nelson now heads manufactures a complete line of type casting machinery, and photographic and platemaking equipment for lithography. It has offices in Chicago, New York, Philadelphia, Boston, Atlanta, and San Francisco. A subsidiary company, Monotype Company of Canada, Limited, serves the Canadian market from Toronto.

NYU Has Quality Control Course

A seminar course in "The application of Statistical Quality Control in the Graphic Arts," is being offered by New York University, in its Center for the Graphic Industries and Publishing. The seminar is being handled by Donald Macaulay, president of Paper Quality Control, Inc., Chappaqua, N. Y., who gave a similar seminar in that town last year which was attended by representatives of several large publishing and lithographing companies.

Rheingold Girl Poll Opens

Ballotting is expected to reach some 15 million votes in the annual Miss Rheingold contest now going on, and sparked by Einson-Freeman Co., New York display lithographers. There are 35,000 polling places and a large volume of lithographed ballot boxes, pennants, "moving books" and other display materials.

Adds Another Offset Press

Brookside Press, New York, recently installed an ATF-Mann 30½ x 42½" offset press. It is the second unit to be installed in the plant by American Type Founders. Robert D. Shapiro is owner of the firm.

Add 2-Color Presses

Brose Offset Litho Co., New York, recently completed installation of a Harris 35 x 45" two-color offset press, it was announced in July. The same model press was installed by Parish Press, Inc., that city.

Oberly & Newell Appoints Mott

Oberly & Newell Lithograph Corp., New York, August 1 appointed Gilbert E. Mott as vice president of the company's sales division. Mr. Mott formerly was promotion manager of *American Weekly*.

Adds Perforator

A Rosback rotary perforator recently was added to the Mineola, N. Y. plant of U. S. Printing & Lithograph Co. Installation was by the E. P. Lawson Co.

HERE'S THE PLATFORM THAT WINS PRESSMEN'S VOTES FOR MERCURY PRODUCTS

THE MODERN CREED

The leadership of Mercury Products carries with it an obligation — to provide highest quality, always. No effort is too great, no research too elaborate, no tests too severe to ASSURE perfection in Mercury Rollers and Blankets.

MORE LITHOGRAPHERS
USE MERCURY ROLLERS
AND BLANKETS THAN
ANY OTHER MAKE!

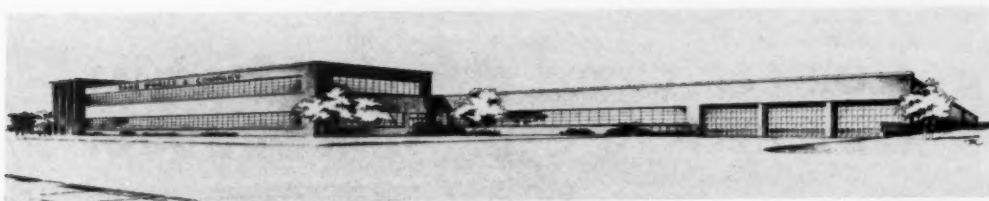


RAPID ROLLER COMPANY

D. M. RAPPORT, Pres.

Federal at 26th Street

CHICAGO 16



Rand McNally to Occupy New Plant in October

Construction work is being rushed on the new plant being erected for Rand, McNally & Co. in Skokie, Ill. in the hope that it can be occupied by the 96 year old Chicago firm early in October. Located at 8255 Central Park Ave., in the northwest side suburb, the building will provide 180,000 sq. ft. of factory space and 44,000 sq. ft. for offices. Designed on progressive architectural principles, plant facilities will be on one floor, while offices will occupy a 2-story section at one corner. Foundations have been planned to meet structural, mechanical and power requirements for massive machinery and the largest size

offset presses. All offices and portions of the plant will be air conditioned, while certain areas will be conditioned to a 75 degree maximum temperature with humidity reduced to 50 percent.

The building will house offset printing, ticket printing, globe and map mounting and map drafting activities as well as general offices and editorial departments.

Large glass areas have been provided, and the principal entrance leading into the reception lobby will have clear, double glazed windows reaching two floors from ground level to roof.

Ornamenting the reception lobby will

be a mural painting to be selected in a competition limited to five prominent artists, as announced on July 31 by Andrew McNally III, (right) president of the company. The winning artist will be paid \$7,000 for painting the mural and each of the other artists will receive \$750 for his preliminary study.

The building, to cost \$2,300,000, is being erected by New England Mutual Life Ins. Co., which will lease it to Rand McNally & Co.



Goodyear Appoints Jarie

E. R. Coate, manager of printers' supply sales, Goodyear Tire & Rubber Co., Akron, has announced the appointment of the Jarie Corp. New York, as distributor for the Pacific states, of all types of Goodyear offset blankets for lithographing on metal and paper. Complete stocks will be carried by the Savogran Pacific Corp., Los Angeles.

J. R. Esposito is president of the Jarie Corp. and the sales division will be headed by R. T. Carey and L. A. McLean.

A large inventory will be carried by Savogran Pacific Corporation which will enable it to offer immediate service to all accounts, Mr. Coate said.

Research Men Speak

Reports on developments in graphic arts research were to be given by leaders in the field at the first fall meeting of the Trade Book Clinic of the American Institute of Graphic Arts, September 11 at the Brass Rail Restaurant, 100 Park Avenue, New York.

Speakers were to be: R. E. Fisher, director of production research for Time, Inc.; C. M. Flint, director of the research department of the American Newspaper Publishers Associ-

ation, and W. W. Garth, president of the Graphic Arts Research Foundation, which is developing the Higonet-Moyroud (Photon) electronic photo-composing machine.

Regular luncheon meetings of the Clinic, to be held monthly from October through April, will emphasize practical aspects of book design and production. Dates and topics for these meetings, to be held at Rosoff's, 147 West 43rd Street, New York, at 12:30 on Wednesdays, will be:

- October 1, "Practical Advice from the Compositor"
- November 5, "How to Promote the Trade Book"
- December 3, "Practical Advice from the Offset Printer"
- January 7, "Practical Advice from the Jacket Printer"
- February 4, "Practical Advice from the Bindery Superintendent"
- March 4, "How Much Should We Compromise Design and Production Standards in the Present Book Market"
- April 1, topic to be announced.

Anderson Adds Equipment

The Anderson Photo Color Co. of Cincinnati reports it has recently installed two master stripping tables and a Douthitt vacuum frame.

Control Aids Big Plant

Charles H. Klein, president of the Progress Lithographing Co. of Cincinnati, reports that the elaborate air conditioning and humidity-control systems installed in the firm's new million dollar plant operated very successfully during the excessively hot weather of the past summer. The company now has in operation four four-color offset presses.

Moeller Co. Incorporates

The Moeller Printing Co. of Cincinnati, which was organized in 1944, was incorporated recently with the following officers: president, Robert T. Moeller; first vice president, Carl W. Hauser, Jr.; second vice president, Thomas E. Fouch; secretary, Philip Moeller; treasurer, Mary M. Moeller, and attorney, Alton E. Purcell. Maintaining one of the most complete small printing plants in the city, the firm recently installed a new Webendorfer offset press and a Kluge job press.

Gugler Man Dies

Howard C. Spaar, 32, a cost accountant with Gugler Lithographic Co., in Milwaukee, died August 1 of a diabetic illness. He had been with the firm since 1948, and also was secretary-treasurer of an affiliated firm, Mann-Anderson Co.

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FROST
SUGAR**



In advertising all food products, it is vitally essential to have top-notch art work, perfect plates, masterful printing, the very best paper, to assure the finest reproduction and maximum appetizing appeal.

Here is an exceptional series of car cards. They are used by the National Sugar Refining Company to help their brokers, wholesalers and retailers sell more fine Jack Frost products.

Fine reproduction was achieved by letterpress printing on Falpaco Coated Blanks by The Tabard Press Corp., New York City. Artwork and copy prepared by Young and Rubicam, New York City.

For car cards, calendars, hangers, price cards and displays, specify Falpaco Coated Blanks.

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Distributed by Authorized Paper Merchants from Coast to Coast



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Photoengravers to Convene

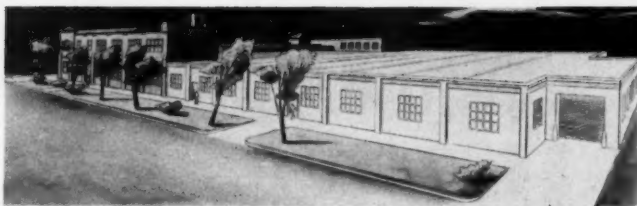
The American Photoengravers Association is completing plans for its 56th annual convention at the Drake Hotel, Chicago, Oct. 6, 7 and 8.

Participating in the 3-day program, arranged by Frank J. Schreiber, executive secretary and his various committees, will be outstanding authorities who will deal with each of the association's three major channels of interest, management, salesmanship and advertising, and technical developments. Names of all speakers were not available at press time, but the subject of selling, including consideration of plans for expansion of the market, will be discussed by James R. Hawkinson, professor of Marketing at Northwestern University and marketing consultant to many large corporations. Another speaker, Matlack Price, art director, teacher, author and lecturer, will discuss the selling of photoengravings from the quality standpoint and point out their advantages in competition with other platemaking processes. For the small businessman, a method of simplified cost accounting will be presented which Mr. Schreiber predicts, will be an eyeopener to those who feel that the finding of production costs and the maintenance of costs systems are too cumbersome and intricate.

Technical phases of photoengraving will cover preparation of copy for reproduction, problems associated with the increasing use of color in newspapers, use of the electronic scanner for improved color separation, the densitometer, and other developments. Some of these technical developments, Mr. Schreiber said, have never been disclosed before. An entertainment program has been arranged, and opportunity will be provided for visits to Chicago's many large up-to-date photoengraving plants.

Form Excella Catalog Firm

Excella Catalog Publishing Co., Inc., has been launched in Chicago as an affiliate of Excella Press, Inc., to provide a specialized service of compiling and supervising production of catalogs, direct mail and other advertising materials for manufacturers,



McCormick-Armstrong Expanding

McCormick-Armstrong Company, Inc. is building a major addition (above, foreground) to its printing and lithographing plant at 1501 East Douglas, Wichita, Kan. It is to be a one-story, reinforced concrete structure of about 13,500 square feet in area, joined to the present buildings.

Features of the addition are tilt-up wall construction and fireproof design. Automatic sprinkler fire protection will be provided throughout, as in the present buildings. Plans will permit a sec-

ond floor to be added, to provide for future expansion.

Available floor space will be increased more than one-third by the new addition, which is the second major expansion of the firm's plant since 1946. Company officials say that the added area will make the McCormick-Armstrong plant one of the largest creative printing and lithographing establishments in the Southwest. The job is scheduled for completion in November.

wholesale jobbers and dealers. Juel J. Roth, manager of the new corporation, who is also advertising and sales director of Excella Press, said the service will be promoted among smaller concerns which are desirous of getting out something to their trade but don't know how to go about it. Catalog Publishing Co., with a large staff of experienced copy writers, artists, layout men and technicians, will take over the complete job of compiling, planning, designing, production and distribution of the material. Printing will be handled by Excella Press and, due to the economy of the lithographing process and its ability to produce high quality color work, it is expected, Mr. Roth said, that 99 percent of Catalog Publishing Co.'s jobs will be printed by offset. Milton Feldman is president of the new organization and Henry Weissman is vice president and secretary.

Baumgarth in New Plant

John Baumgarth Co., Chicago calendar manufacturing firm, was getting settled last month in its new home, recently constructed at 3001 W. North Ave., in suburban Melrose Park. The 1-story building of modern factory design contains 188,000 sq. ft. of floor space, making it one of the largest plants for calendar production in the Chicago area. The company operates its own platemaking facilities for offset work, except for color jobs, but no lithographic print-

ing is done, this being purchased in large volume from various sources. New automatic gathering machines have been added, with other equipment used in the converting operations, John Baumgarth, company president, stated.

Label Mfrs. Issue Brochure

"Labels," a brochure 9½ x 11½" printed in four colors, and telling the story of labels, historical and modern, has just been issued by the Label Mfrs. National Assn., Washington, D. C. The history of labels is traced back to the 15th century, which also is the time printing began. Today, a department store may stock 100,000 items, and a drug store some 11,000 items, most of which are labeled, the booklet states.

On the practical side, the brochure covers the elements of a good label, aspects of design, and manufacturing, and presents glossaries of manufacturing terms and label terms. Graphs which take 1900 as a 100 percent base, show the volume of labeling by ten year periods as follows: 1910—180 percent; 1920—320 percent; 1930—606 percent; 1940—1120 percent; and 1950—1210 percent.

A section covers the development and work of the association, which was founded in 1916. Offices are at 1700 Eye St., N. W. Washington, and Oscar Whitehouse is executive director.

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EVERYWHERE**

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BIRMINGHAM	CLEVELAND	DETROIT	LOS ANGELES	NEW ORLEANS	ROCKFORD, ILL.	SEATTLE
BOSTON	DALLAS	HOUSTON	MINNEAPOLIS	PHILADELPHIA	ROCKFORD, ILL.	

Daylight Fluorescent Colors on Offset Juvenile Books

WHITMAN Publishing Co., Racine, Wis., has expanded its use of daylight fluorescent colors by application of the brilliant compounds to the cover of a "Flash Gordon" paint book for children. The new item was introduced at the July trade show of the National Association of Variety Stores in Chicago, where a Whitman company spokesman said the cover had been printed by 4-color offset in the Western Printing & Lithographing Co. plant at Racine, and the fluorescent colors had been applied by the bronzing technique. This is said to be the first offset job of this nature using fluorescent colors produced anywhere on a long-run basis. Earlier this year Whitman had announced a line of Christmas cards ornamented with flock which had been impregnated with fluorescent powder. Other uses of the fluorescent colors on its products are being planned by the Whitman Co., it was learned.

Cardinal Creations, Inc., recently organized affiliate of Goes Lithographing Co., Chicago, made its first public appearance at the Chicago variety store show with a line of "Letter-ettes" for the stationery trade. Each diminutive sheet of letter paper in a package is ornamented with conventional lithographed greeting card designs and has space for the user to write her own message or short letter. Other items are planned for addition to this introductory product, according to Stanley Lipinsky, general manager of the new Goes affiliate.

Duro Decal Co., Inc., Chicago, manufacturers of decalcomanias by the silk screen process, featured a new "Totem Pole" decal which was released to the trade June 1, each design of which is localized to tell the story of a state or of a limited area in which the decal is distributed. Decal collection by hobbyists is also being encouraged in sales literature which offers some 1,000 designs with localized subject matter ranging from Sing Sing on the Hudson, to the

Lincoln country in Illinois or the Los Alamos atomic proving grounds in Nevada.

The Duro company, which also makes decals for the usual commercial applications, has had 56 years experience in silk screen operations, according to A. J. Deinzer, representative at the booth. It was the father of the company's present head, R. R. Rathslag, who introduced the silk screen process into this country in 1896, he said. The company uses an automatic screen printing press, said to be the most advanced of its type, which Mr. Rothslag has developed and perfected.

Another exhibitor at the Lasalle hotel variety show was Greetings, Inc., of Joliet, Ill., whose extensive line of greeting cards is produced by offset by the Gerlach-Barklow Co. of Joliet.

At the Chicago Merchandise Fair, running concurrently at the Palmer House, the Meyercord Co., Chicago, featured its new line of baseball decals, bearing natural color pictures of players. Also presented was a new Meyercord "stripping" decal, for decorative use, which is packaged in three different widths each 12 feet long. Mural decals in 12 patterns, each 32 x 16 inches in size were shown and also on display were decals in sheet form, reproducing marble or wood graining, for use as veneer on walls, furniture, etc.

Chicago Institute Opens

The Chicago Lithographic Institute started its seventh year Sept. 7 with courses covering the training not only of apprentices and junior executives, as in the past, but also journeymen and foremen. In announcing new classes for these latter two groups, the Institute's new executive director, Albert N. Brown, said that for the first time the school now offers opportunity for upgrading all segments of lithographic plant production personnel.

The new program for journeymen and foremen, Mr. Brown said, will

start in October. Foremanship classes will follow the P.I.A. outline which provides a series of discussions in job relationships with particular application to lithographic pressmen and production men. The instructor, whose name was withheld for the present, he said, is a job production man in one of Chicago's outstanding plants who was recently sent to one of the P.I.A. training conferences at Milwaukee. The journeymen's course will be a series of clinics dealing with photography, platemaking and press work. Teachers will be drawn from Chicago plants.

The intensive course for junior executives was to start Sept. 22, two weeks after the regular courses for apprentices got under way. Since his earlier announcement that this class will include lithographers from Puerto Rico and Brazil, Mr. Brown said two other applications for enrollment have been accepted from Jamaica and the Philippine Islands.

In this intensive course of 10 weeks, each student is assigned a 2-color job which he handles through all production steps.

To promote better understanding of just what the school offers Mr. Brown has prepared a mimeographed brochure outlining in detail the nature of each course. This is being sent out to inquirers and to companies which want to know definitely what their employees will get for the money spent on sending them to the Institute.

During the summer, Glessner House, home of the Chicago Institute, and also of the Lithographic Technical Foundation laboratory, received its customary redecorating and considerable remodeling was done on the dark room to provide improved facilities for recently acquired camera equipment.

Padgett Buys Site

Hal Padgett of the Padgett Printing and Lithographing Co., Dallas, has purchased four and one-half acres adjoining his property on Hines Boulevard, to be used for developments, it was announced August 10.

Food for Thought

How many hours must a man work to pay for a picnic? Behind the Iron Curtain he would need to work seven times as long as an American. According to Department of Labor statistics, the American wage earner works only one-seventh as many hours as the Soviet worker to buy a given quantity of food.

There are numerous statistics by which the strength of America's economic life may be measured. Freight carloadings, department store sales, and other business figures provide many indicators of the nation's ability to produce and distribute goods on a prodigious scale. Behind each of these indexes, however, is the basic demand created by advertising. The power of printing to sell goods in America is a dynamic factor in making *more* goods available to *more* people than in any other nation on earth.

In advertising and merchandising, the choice of paper for printing deserves special attention. The West Virginia line of papers offers a varied selection to the advertiser and printer who insist upon the finest results in presswork. By providing the maximum graphic effectiveness, West Virginia fine papers enhance the visual appeal of the advertiser's message.

An eye-filling spread of new pictorial ideas for using fine papers is waiting for you in West Virginia Inspirations for Printers No. 189. This free publication features many examples of illustrations that have successfully sold goods throughout the nation. A copy is procurable by writing or phoning to your nearest West Virginia Distributor, or to any of the Company addresses listed on this page.

Cover Artist

Roger Medearis was born in 1920 in Fayette, Missouri. He studied under Thomas Hart Benton and his work shows a definite influence of this well-known artist. His paintings have been exhibited at the Kende Galleries, New York, and "Family Picnic" received acclaim in the 1950-1951 Modern Show at the Metropolitan Museum of Art, New York.



230 Park Avenue, New York 17
35 East Wacker Drive, Chicago 1
503 Market Street, San Francisco 5

West Virginia Pulp and Paper Company



Family Picnic by Roger Medonra. From The Kenda Galleria, New York

West Virginia Inspirations for Printers

189

Books and other Aids...

How to Prepare Art and Copy for Offset Lithography

By William J. Stevens
and John McKivan

Twelve chapters with over 125 illustrations, two- three- and four-color lithography throughout. 8½ x 11", cloth-bound, hard covers. A colorful and highly useful book for your library. Widely used in schools.

POSTPAID \$5.25

How to Sell Lithography

By Arthur M. Wood

Illustrated, 176 pages. Chapters on copy preparation, pictorial outline of offset process, selling technique, use of color, prices and quotations, office procedure, company policies, and briefs on postal and legal aspects. 6 x 9"

POSTPAID \$5.25

Color Chart for Dot Etching

This chart, composed of four sheets, is 22½ x 26½, and is bound at the top with a metal strip for wall hanging. The first sheet is magenta, cyan blue, process yellow and black. The second is warm red, cyan blue, process yellow and black. Number three is magenta, warm blue, process yellow and black, while the last is warm blue, warm red, process yellow and black.

Each of the four pages contains 215 color squares. Each square of color is identified, and each square is divided into four different percentage screen tints. It was produced on regular offset stock on a two-color offset press.

COMPLETE FOUR-PAGE WALL CHART—\$10

Photography and Platemaking for Photolithography

By I. H. Sayre
(Fifth Edition 1951)

Chemistry of Lithography, Processes of Platemaking, Formulas, Albumin, Deep Etch, Photo Composing, Layout and stripping, Chemistry of Photography, Negative Treatments, Optics, Photographic Equipment, Halftones, Contact Screens, Color, Filters, Separations, Color Processes, Use of Densitometers, Color Value Chart for Dot Etching, Two Color Printing, Special Color Processes.

Standard Size, Hard Cloth Covers, 442 Pages, Illustrated.
Widely Used as a Standard Textbook.

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The Single Color Offset Press

By I. H. Sayre

Section 1 of this book deals with the Harris 17 x 22" and 21 x 28" presses. Section 2, the materials used in offset presswork. Section 3, the ATF Webendorfer 14 x 20", 17 x 22" and 22 x 29" presses.

Standard size, cloth bound book, 284 pages, Illustrated.
Widely used as a standard textbook.

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The Lithographers' Manual

Compiled by Walter E. Soderstrom

A compendium of helpful information on the lithographic industry, equipment and processes. Compiled as a one-volume "library" of lithography. 9 x 12", cloth hardbound.

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Modern Lithography

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Enclosed is payment. Please send the book, (or chart) as checked.

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- ☐ Color Chart for Dot Etching—\$10.00

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Miehle Shifts Byrne Upstate

Harold Byrne (right) has been appointed sales and service representative in the upstate New York area, with headquarters in Rochester, for Miehle Printing Press & Mfg. Co., Carl Mellick, vice president, announced in August. Mr. Byrne has been with the company since the war as an erector and demonstrator in New York. Mr. Mellick said that the growing graphic arts industry in the upstate area made it desirable to place a full-time representative there.



NYU Broadens Courses

Six new courses will be offered this fall by New York University's Center for Graphic Arts, the university announced. The center, part of the University's Division of General Education, now gives 24 courses intended for persons working in the graphic industries.

A course in advertising design, taught by Leonard Karsakov, will be given as a basic workshop for beginners. The course will deal with copy-layout relationships, the use of illustration, development of themes and ideas in advertising.

An advanced workshop in graphic design will be conducted by Xanti Schawinsky. Intended for persons active in the field, the workshop will work on group and individual projects in layout and design for books, magazines, and newspapers.

A new lecture-workshop dealing with styles and types of book illustrations will be directed by Fritz Kredel. The course is intended not only for illustrators, but for art production editors and members of their staffs.

Another workshop, "Book Jacket Design," has been initiated to train the student to interpret graphically the contents of manuscripts within the limitations of aesthetics and budgets. Conducted by George Slater, book designer consultant, the workshop will deal with every phase in the production of the book jacket from manuscript to finished art work.

A panel of 18 industrial-design experts will conduct the course "Industrial Design-Methods, Markets, and Products," which deals with all facets of small product design. The panel is headed by Robert L. Gruen, chairman and fellow of the Industrial Designers Institute.

"Advertising Psychology for the Business Executive," a course in the application of psychology to copy, artwork, and layout, will be given by Irving W. Peterfreund. During the course, the use of psychology in the national advertising of leading firms will be analyzed and discussed.

Math Heads Charity Drive

Anthony J. Math, president of Sinclair & Valentine Co., New York, is chairman of the committee representing the graphic arts and allied fields in the current drive to raise funds for the New York Police Athletic League. Mr. Math also is head of the ink division. Other division heads include Ted M. Broadston, Harris - Seybold Co.—machinery; W. H. Brittingham, Bingham Bros. Co.—rollers; and A. J. Fay, National Process Co.—lithography.

Consolidate Three Plants

Three plants in various parts of the New York area recently were consolidated into one operation by Ralsen Press at 424 W. 33 St. Former plants included a lettershop, offset shop and letterpress unit. With the consolidation, some two-color offset equipment also was added. Mark Eisen is president of the concern.

PIA Holds Regional Meeting

The Union Employers' Section of Printing Industry of America, was to hold a regional meeting in Philadelphia, September 5. Representatives from New York City, Wilmington, Baltimore, Washington and upstate Pennsylvania were to be present to report on developments in their areas.

Buffalo Firm Incorporates

Mohawk Litho Inc. has been incorporated in Buffalo, N. Y., with capital of \$50,000. Incorporators are Isabel K. Smith, Joan M. Schmitt and Harold C. Lowe.

Heads Ideal's Rochester Office

Henry Taylor (right) has been placed in charge of the Rochester, N. Y. office of Ideal Roller & Mfg. Co., Norman L. Rowe, eastern vice president, announced last month. Mr. Taylor has worked on all types of presses in the letterpress and offset fields, and has sold graphic arts supplies in the Rochester and New England area. Mr. Rowe said. The Rochester office is at 14 Franklin St.



Seventy-Seven Guilders Golf

Some 77 men, including some golfers, turned out for the annual golf outing of the Printers Supply Salesmen's Guild of New York, Thursday, August 7. The affair was held at White Beaches Golf Course, Haworth, N. J., and activities got under way about 10 a.m. and ran through the day and evening.

Anthony "Chippy" Chiapetta, of the Conde' Nast offset department, won low gross honors with a 75. Tying for second place in this department were Lou Hill, of Russell Ernest Baum, and John Nicholson, *Modern Lithography*.

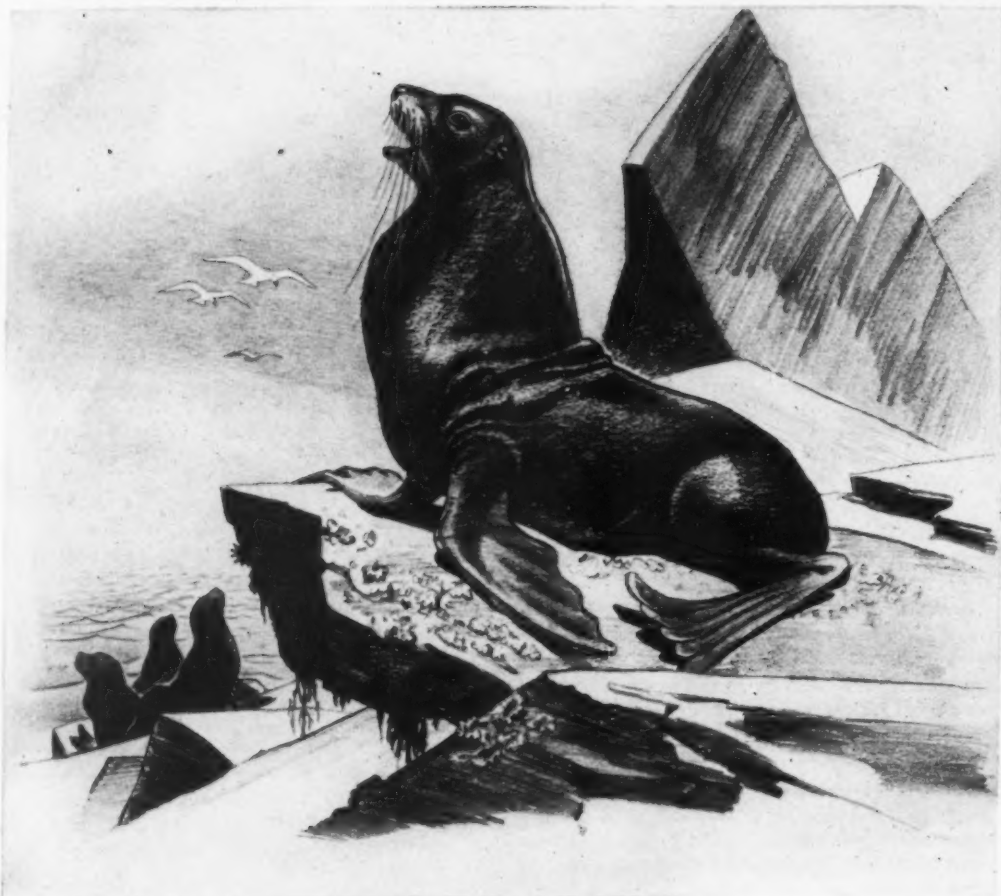
In the kickers' handicap, there was a tie for first place between Kurt Volk, Jr., Kurt Volk, Inc., and Bill Thorne, *Inland Printer*, each with a 72. Vince Stafford, Harris-Seybold Co., was third with 75.

Bud Walsh, Sinclair & Carroll Co. won the longest drive (262 yards), and Charles Leissler, Mohawk Paper Mills, drove his ball nearest the pin (6' 5") to win that event. Larry Benedict, Roberts & Porter, carried off a set of clubs award. Pete Rice, Milton Paper Co., won undisputed high score with a card ranging up to 137.

Dave Atchison, Roberts & Porter, Guild president, presided at the brief awards ceremony, and Casey Jones, Harris-Seybold Co., was general chairman of the event.

Joins Tri-State

Edward Depenbrock has recently been added to the sales staff of Tri-State Lithographers, Inc., of Cincinnati.



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Snowland Bond

is slick as ice in a fast press run . . .

strong and flexible in its variety of uses . . .

and is famous for performance wherever it's shown.

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Litho Courses in NYEPA Program

Two of the evening educational courses of New York Employing Printers Association, Inc., which start the week of October 13, are shaped expressly to interest key men and other office workers in the lithographic field.

The course in Estimating Offset Lithography will be taught by John O. Collison, who has had 20 years experience in lithographic estimating, purchasing, and production. Mr. Collison is connected with Niagara Lithograph Co. He was formerly with American Lithographic Corp., Rode & Brand, and Stecher-Traug Lithographing Corp.

This course, with one session every Friday evening 6:00 to 7:45 for 20 weeks, is offered primarily for those who have had practical experience in the lithographic field. Estimating actual jobs in black and white and color, under individual supervision, will feature each step of the course. The course will cover all phases of estimating procedure and production techniques as they have a bearing on the cost of offset lithography.

The course in Elements of Offset Lithography will be taught by Frank Stockinger, Jr., president of Stockinger and Langbein Photo Litho Corp., who has had 27 years experience in mechanical and managerial branches of lithography.

This course, with one session from 6:00 to 7:45, and a second session from 8:00 to 9:45 every Monday evening through 20 weeks, has been one of the most popular of the association's courses. Included in its classes have been both principals, taking it as a "refresher," and key men who have wanted to broaden their practical understanding of the process.

Other courses to be given by the association which are of interest to workers in the lithographic field are advertising typography; advertising layout and typographic design; cost accounting for printers and lithographers; elements of printing and printing processes; financial management for profit; paper and paper making; planning production for profit;

proofreading, revising, and copyreading; selling printing for better business.

General enrollment for all courses will start Tuesday, September 30 and will continue until the classes are filled. Application must be made in person at the association's headquarters—461 Eighth Avenue (at 34th Street) New York. Hours for enrollment are 2:00 to 8:00 p.m. Monday to Friday inclusive, and from 9:00 to 12:00 noon on Saturday—October 4.

Joins Roberts & Porter

Fritz Soenneken, recently with Microfilm Specialties Co. and before that with Bridgeport Engravers Supply Co., has been appointed New Jersey and New York representative for Roberts & Porter, Inc., according to an announcement from Harry Grandt, vice president in charge of sales of R & P. Mr. Soenneken has had experience as a cameraman, stripper and platemaker in both lithographic and photoengraving plants. He was assistant sales manager in the graphic arts sales department of Anasco. A native of Germany, Mr. Soenneken is a graduate of the University of Lausanne, Switzerland.



Bensing Heads Bowling Group

Roy Bensing, Bensing Bros. & Deeney, Philadelphia ink makers, has been named president of the Philadelphia Printcraft Bowling Association, a federation of various leagues. It was organized recently at a meeting in the Poor Richard Club.

Other officers are Henry Kopacz, of the Philadelphia Bindery, Inc., vice president; Lawrence Hart, of Smith, Klíne & French printing department, recording-secretary-treasurer; and William Lickfield, editor, *Graphic Arts Review*, corresponding secretary.

It is hoped that eventually every graphic arts bowling league in the Philadelphia area will become a member to take part in an annual tournament, which is the primary purpose of the new group.

New York Firms Incorporate

Mohawk Litho, Inc., Buffalo, printers, etc. has been incorporated, listing capital stock of \$50,000. Directors: Joan M. Schmitt and Isabel K. Smith, 621 Erie County Bank Building, Buffalo, N. Y., and Harold C. Lowe, 718 Starin Avenue, Tonawanda, N. Y.

Similetone Corporation, lithographing, binding, etc. has been granted a charter of incorporation. Directors: M. Warren Bork, 175 Fifth Avenue, New York City, N. Y.; Irving L. Kittay, 1596 Horeford Road, Hewlett, Long Island, N. Y.; and Lloyd G. Mass, 470 Ocean Ave., Brooklyn.

Tri-Dimensional Reproductions, Inc., lithographing, processing stereoscopic photographs, and printing business, has been incorporated. Directors: Murray Fierman, 1 Parade Place, Brooklyn, N. Y.; Sidney Samuels, 75-39 198th Street, Flushing, N. Y.; and Arnold Cooper, 445 Sterling Street, Brooklyn, N. Y.

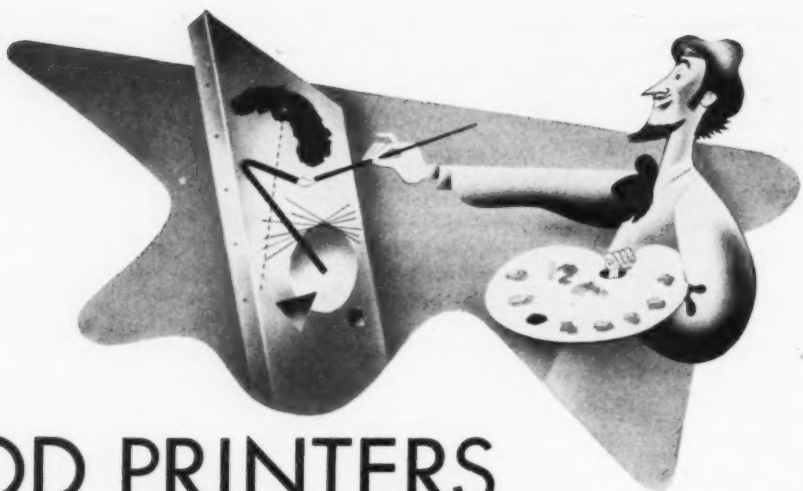
Advance Offset Process Company, Inc., printers, stationers, etc., has been granted charter of incorporation. Directors: Belle Nathanson, Shirley Gibelman and Morris Migden, whose addresses were listed as 570 Seventh Avenue, New York City, N. Y.

Avenire Press & Lithographers Corporation, engravers, printers, has been granted charter of incorporation, with directors: Blanche Byrd, Max Greenberger and Harold Henry, whose addresses were listed as 276 Fifth Avenue, New York City 1.

YLA to Hear Seagram Exec.

The opening fall meeting, October 8, of the Young Lithographers Association of New York, will have as its speaker Murray Koff of Seagram Distillers Corp., who will talk on "Packaged Promotion in the Seagram Manner." Mr. Koff, who is assistant to the vice president in charge of advertising and sales promotion of the distilling company, will cover the general subject of coordinating window displays with national advertising campaigns in magazines and newspapers.

The dinner meeting is to be held at the New York Advertising Club.



GOOD PRINTERS

ARE ARTISTS IN INK . . . and they choose

Printers generally are better artists in ink than many a painter in oils or water colors. A similar knowledge of texture, consistency, drying and mixing is employed. Experience plays the same part in teaching the printing craftsman that the best colors pay for themselves.

Satisfaction with results and time saved getting results, will give GBW Inks the call when the voice of experience speaks. Ask for GBW Inks the next time you order.



FOR IMPROVED INK FLOW AND DRYING

GBW DUALL Litho Binding VARNISH. Keep it handy in economical screwtop cans for runs on coated stock that develop drying trouble. Produces finer finish.

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FOR OFFSET * LETTERPRESS * DIE STAMPING



HERE'S
A COMPLETE
INK MANUAL

for you in pocket size



We want you to accept it with the compliments of GBW Inks. It answers hundreds of tricky questions about the use of inks and says very little about the fine qualities of GBW Inks. Remember to write for your copy right away.

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GAIR BLDG., 35 YORK ST.
BROOKLYN 1, N. Y.

215 S. ABERDEEN ST.
CHICAGO 7, ILL.

MASA Convenes Oct. 4-7

With the theme, "Keeping Up With Progress," the 31st annual convention of the Mail Advertising Service Assn. International, to be held at the Shoreham Hotel in Washington, October 4-7, will feature a series of "down-to-earth discussions" of problems facing the commercial duplicating and mail advertising producing industry.

Instead of speeches, the convention program consists of a series of short panel discussions, based on a survey of the association's membership. Approximately 500 lettershop executives from big and little shops are expected to attend.

Show Press in Canada

Canadian lithographers will be able to see the Harris 17 x 22" offset press in action during week-long demonstrations in Toronto and Montreal this autumn, according to Al Guthrie, assistant manager of Harris-Seybold (Canada) Ltd.

During the week of September 22, the press will be exhibited at Harris-Seybold's Toronto headquarters, 445 King Street, West. The Montreal demonstrations will take place during the week of October 6, at the firm's offices and showroom, 637 Craig Street, West. During the latter week, Harris-Seybold also will conduct a display booth at the Montreal Employing Printers Convention.

Canadian Exhibition Oct. 6-10

A graphic arts exhibition is to open in the Montreal Show Mart, Montreal, Canada, October 6 and run through the week to the 10th. During the same period the Canadian Graphic Arts Assn. will hold its annual convention in the Mount Royal Hotel, in Montreal.

Typos Meet, Eat in Heat

Defying summer heat, the Chicago Typographers Association held its regular business meeting Aug. 21, after a corned beef and cabbage din-



Demonstrate Press in Minn.

The Miehle Printing Press & Manufacturing Co., in cooperation with Lund Press of Minneapolis, recently had an open house to demonstrate the Miehle #29 Offset. Lithographers of the Minneapolis area were invited to attend

the working demonstrations, and the attendance was over 150. William Lund acted as host. Assisting Mr. Lund were his son and daughter, who are both actively associated with the business, and N. B. Schmidt, W. K. Gordon and C. A. Harwood of the Miehle Company.

ner at the Cafe Bohemia. Plans were announced for a concerted membership drive, directed by Harold Stigner of Empire Typesetting Co., whose aim is to enroll every Chicago trade composition house in the organization. Future educational meetings are to include entertainment, such as movies of current sporting events, it was announced by Herbert K. Maguire, association secretary. September's speaker was to be Jonathan Q. Caldwell, a certified public accountant, whose clients include many printing firms and advertising agencies. Subject of his talk was announced as "Costs and Their Relation to Selling Prices."

Emslie in Association Course

A week's intensive study in trade association work was taken early in August by Robert Emslie of the staff of the National Assn. of Photo-Lithographers, New York. He was awarded a scholarship by the New York Trade Association Executives at the Northeastern Institute, Yale University, New Haven.

Form Sterling-Roman Press

Sterling-Roman Press, Inc., is the name of the new company just formed by Sterling Offset Co. and the Martin L. Roman Co., both located at 150 W. 25 St., New York. The companies have been operating together for eight years.

Bowers Building New Plant

Bowers Printing Ink Co., Chicago, broke ground in July for a new plant at 2643 W. Irving Park Road, to which all operations are expected to be transferred early next January from the present location at 711 W. Lake St. The 1-story building of modern factory design will contain about 25,000 sq. ft. of operating space, this being a considerable expansion over present quarters.

Booklet on Mail Math

"Direct Mail Mathematics" is the title of a booklet issued by James Gray, Inc., New York lithographers and direct mail firm. It contains discussion and detailed cost figures on the new higher postage rates.



NEW ENGLAND STREAM

Thomas Nason, whose "New England Stream" is reproduced here, has a delicacy of touch that makes his work outstanding among contemporary wood engraving.

Mohawk Vellum

The clear, bright white, or one of the refreshing colors of Mohawk Vellum can add a touch of quality to your printed advertising message—and at moderate cost. Discover, on your next job, how this paper can complement your fine printing—letterpress, offset or gravure.



Mohawk
Paper Mills

Joins Amsterdam Types

Miss Nancy Fay Watts has been appointed typographic consultant by Amsterdam Continental Types and Graphic Equipment Inc., New York office of Typefoundry Amsterdam. In this new post, Miss Watts, in addition to sales promotion activities on Amsterdam Types, will act as liaison between dealers and type buyers in the U.S. and Typefoundry Amsterdam, in the Netherlands, coordinating technical information, specimen material and other data for use by the American trade.

Miss Watts, who is the daughter of Steve L. Watts of American Type Founders, Elizabeth, N.J., is a native of Los Angeles, and attended the University of Washington, majoring in Journalism. At the AIGA Workshop she completed her graphic arts studies, which had started as a child when she learned typesetting in her family's Playhouse Press.

L. A. Plans for Craftsmen

Plans are underway to entertain the Pacific Craftsmen's Society in Los Angeles next year, with committees discussing a meeting site and other arrangements. President Cyril Stanley, head of Lithographers Plate Service, of the Los Angeles Craftsmen's Club is leading in preliminary arrangements.

Paper Changing to Offset

A change from letterpress to offset for production of his *Covina* (Calif.) *Sentinel* is being effected by A. J. Jenner. Robert E. Lee Aldrich of the nearby *San Dimas Press* commented that this will be the first break in Southern California from the old to the new process.

Plan Typo Convention

The annual convention of the International Typographic Composition Association will be held in St. Louis, October 9, 10 and 11, at the Hotel Statler. Frank M. Sherman, executive director of the ITCA, with offices in Philadelphia, is making plans for the meeting.



Western Reps in Meeting

Ninety western sales and service people of Harris-Seybold Company gathered in Chicago recently for their twice-yearly meeting. These regular meetings of sales and service representatives with Harris-Seybold officials are planned and

scheduled to bring up-to-the-minute information concerning printing industry problems and techniques to the organization. This fall, the company's eastern sales and service force will meet for similar sessions.

Announce Plans for 3rd LNA Awards Competition

THE 3rd annual Lithographic Awards Competition and Exhibit, for lithographed material and advertising matter produced in 1952, will be held in April in New York, according to an announcement by the awards competition committee of the Lithographers National Assn., New York and Chicago. About 40 different classifications of material are judged, with awards and honorable mentions going to the winners as judged on a basis of lithographic quality, design and functional purpose. Entries can be made by the buyer or any person or organization connected with the design of the piece, or by the producer, in which case the organization does not have to be a member of the association.

The 2nd annual competition of the association was held in Chicago last April, and this exhibit is now being shown in the principal cities. The winners were selected from over 2200 entries from all over the country.

The LNA committee in charge of this year's competition and exhibit includes: Ralph D. Cole, chairman, Consolidated Lithographing Corp., New York; Vernon K. Evans, The Veritone Co., Chicago; A. G. McCormick, Jr., McCormick-Armstrong Co., Wichita, Kansas; Herbert S.

Hirsch, David Weil's Sons Lithographic Co., Brooklyn; George P. Hughes, Kindred, MacLean & Co., New York; T. P. Mahoney, The Regensteiner Corp., Chicago; Howard D. Minnich, U.S. Printing & Litho. Co., Cincinnati; and Curt Teich, Jr., Curt Teich & Co., Chicago.

C. Albert Norberg of the Chicago Offset Printing Co., Chicago, is the executive committee member, and Gordon C. Hall and H. C. Latimer of the Chicago and New York association offices, respectively, complete the committee membership.

LNA offices are at 420 Lexington Ave., New York 17, N.Y.

Bourges, Inc. Expands

Bourges, Inc., manufacturer of Colotone and Solotone sheets, has taken additional space at 80 Fifth Avenue, New York. A new department has been added which will function as a pilot art studio to train artists in color separation by the Bourges method, and to do pre-separated art for the trade.

A training service to teach artists how to use Bourges materials also will be established, and the company is cooperating with art schools in the training of specialists in color separation.



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HUNT
 Premium
GRAPH-O-LITH
 gives
**FULL SHADOW DETAIL
 FOR THE LIFE OF
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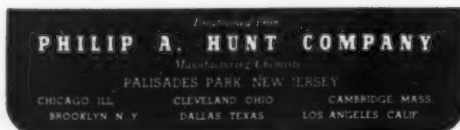
This and other superiorities of Premium Graph-O-Lith are being reported to us constantly by cameramen from coast to coast. Their practical darkroom experience is the best proof, and here are some of their comments.

"With the same amount of solution, Graph-O-Lith brings up shadow dots completely on 50% more negatives than we can get from the best previously used developer. The shadow detail continues to come up fully until the Graph-O-Lith is nearly exhausted."

"The chemicals are properly balanced to yield full shadow and highlight detail. They dissolve well and the solutions are clear. They keep longer in the tray and are uniform in action."

"When halftones are removed from the tray for examination, development slows down immediately, allowing ample time for inspection under a glass."

Graph-O-Lith is the finest photo-mechanical film and paper developer HUNT has ever produced ...a maximum-contrast developer for process film and plates, thin-base strip film, and photo-mechanical papers. Try it yourself. Write for a free trial two-gallon can of Premium Graph-O-Lith® now.



To Tour Rand McNally

Officers and executive committee members of the National Safety Council's printing and publishing section have planned a visit to the new Rand McNally & Co. plant at Skokie, Ill., as the opening event of their conference during the National Safety Congress in Chicago next month. Early on October 21 the group will assemble at Rand McNally's new retail store and city loop office, at 124 W. Monroe St., and be taken by car to the suburban location of the plant. After their tour the party will return to the Conrad Hilton Hotel in time for the section's first session that afternoon. Plans for the printing and publishing section's program include a second meeting on the following day, October 22.

Accident Rate Increases

Accidents which caused disabling injuries to employees in printing and publishing plants in 1951 were more numerous and more severe than in the previous year, according to the latest annual compilation of the National Safety Council. For each 1,000,000 man-hours worked last year there were 9.12 accidents, which puts the industry in 19th place in a list showing the relative safety ranking of 40 different industrial occupations. This frequency rate of 9.12 was slightly greater than the 9.06 average for all the industries on which records are kept. In contrast to this year's 19th place, the industry in 1950 ranked as the 11th safest industry when the accident frequency rate was 6.88.

The severity rate, last year, a figure representing the time charge in days per 1000 man-hours, was 0.45, putting printing in 8th place in the list showing relative standings. Average number of days lost per accident was 49. Severity rate for 1950 was 0.25 and an average of only 38 days was lost per accident.

Breaking down the 1951 frequency rating of 9.12, the Safety Council statisticians found that 8.66 of the accidents caused temporary total disability, while 0.44 of the misfortunes resulted in permanent partial disability.

ity and 0.02 of the number brought death.

Goodyear Appoints Garver

R. T. Garver (right) has been appointed special representative for Goodyear printers' supply sales Western division, with headquarters in Chicago, Ill., the Goodyear Tire & Rubber Co., announced. He replaces L. D. Morgan who has resigned to accept a position with Hill Rubber Company, Western distributor for Goodyear printers' supplies.

Mr. Garver served as inside staffman of the printers' supply department in Akron, Ohio prior to his recent appointment.

Mr. Morgan will be located in Hill Rubber Company's office in Houston, Texas, which was opened recently to supply that area with all types of printers' supplies.



Harold M. Pitman Passes

Harold M. Pitman, 72, founder and board chairman of the Harold M. Pitman Co., Chicago suppliers to the graphic arts, died Aug. 10 in his summer home, Woodedge, at Lauderdale Lakes, Wis. A pioneer in his business, Mr. Pitman is credited with introduction of a number of processes and materials in the graphic arts industry.

Screeners Convene Oct. 25-29

Screen Process Printing Association, International, has planned a series of technical and educational clinics, ranging from creative art through production, cost finding and selling for its convention to be held Oct. 25 to 29 at the Hotel Sherman, Chicago. Sixty manufacturers and suppliers will exhibit equipment and products for the screen process printer, including the new mechanical silk-screen presses that are coming into extensive use. An international exhibit of screen process work will be presented. John Key, Chicago screen process printer, is president of the organization; Daniel Novak is executive secretary and Wallace Mac Kinney, Chicago is general convention chairman.

Lithographers to Exhibit

Lithographers specializing in calendar manufacture and production of advertising novelties by offset have reserved extensive space for displays at the annual trade show of the Advertising Specialties National Association, which will be held, Oct. 5 to 9, at the Palmer House, Chicago.



Open House at Howard Co.

Rex G. Howard (center, light suit) shows visitors press sheets from the firm's new 22x34" Harris two-color offset press at open house held recently by the Howard Co., Peoria, Ill. Howard

executives escorted visitors through plant in small groups to facilitate explanation and answering of individual questions.

THE REMARKABLE

ONE HAND **VF** CONTROL*

IS AN EXCLUSIVE FEATURE . . . AT NO EXTRA COST
OF ALL **GELB VACUUM FRAMES**



Pedestal



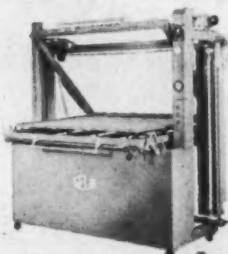
Tubular



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Arc Printing



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Elevating

* Locking of Cover Glass Automatically Activates Vacuum. Unlocking Cover Glass Releases Vacuum.

Simple . . . speedy . . . easy operation. That's what the Gelb One Hand VF Control means to you. The one-hand, one-motion lever action automatically locks cover glass, activates vacuum pump. Unlocking cover glass stops pump and instantaneously releases vacuum. No delay...no switches.

CHECK THESE FEATURES

- Gelb Electro-Mechanical VF Control
- Regulator Valve — permits vacuum control from 0-30 lbs.
- Vertical or Horizontal Operation
- Counter or Center Balanced cover glass
- Individually Adjustable legs for easy leveling
- Heavy Gauge, All Welded Steel Construction
- Spring Back (Optional)
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Gelb Manufactures — Precision Process Cameras • Layout and Stripping Tables • Litho Plate Wirlers • Multi-Balanced Carbon Arc Lamps • Line-Up and Register Tables • and other Photo-Mechanical Equipment.

Carnegie Seeks Funds

The Carnegie Institute of Technology, Pittsburgh, which offers extensive courses in the Graphic Arts, currently is asking for greater financial support from private individuals and companies. As a privately endowed institution, Carnegie Tech receives no assistance from city, state, or national governments. Approximately half the cost of operation is met by tuition fees, the balance by endowment and special gifts.

Officials of the school pointed out recently that although the endowment would be sufficient at pre-war price levels, it is not now adequate.

R. G. Walther Dies

Rudolph G. Walther, third-generation proprietor of the Walther Printing House, Philadelphia, Pa., died at his home in Willow Grove, Pa., August 3.

He was widely known in Philadelphia graphic arts circles. He was the third generation of a family which has owned the Walther Printing House since its founding over 87 years ago by August Walther, grandfather of the deceased.

Two sons of Rudolph G. Walther, Rudolph W. and Raymond J., are presently heading the firm.

WNU Expands in Phila.

Western Newspaper Union's Philadelphia branch has expanded its facilities, taking over the first floor of its quarters at 1336 Cherry Street. Floor space is now 60,000 square feet, according to B. L. Monseaux, manager of the Philadelphia office. The first floor area has been remodeled to make a large attractive show room with the offices at the back. This will permit adequate display of the W. N. U. line of graphic arts equipment, Mr. Monseaux said.

Marquardt Appoints

Marquardt & Co., New York paper firm, announced in August the appointment of Abraham L. Berman as sales director and Joseph H. Shuttleworth as assistant sales director.



Display Sells Related Items

Related sewing items are displayed for self-service with this point-of-sale display recently designed and produced for Talon, Inc., by Ketterlinus Lithographic Mfg. Co., Philadelphia. The side cards have baskets, folded flat for shipping, which round out into receptacles for sewing items such as thread, tape, bindings, pins, etc. This gives the displays wider acceptance among dealers.

N. Y. Negotiations Continue

At the end of August negotiations on various working conditions of a new labor agreement were continuing in New York, after a wage increase was agreed upon August 4 (*ML*, Aug., Pg. 95). Negotiations were being carried on by the Metropolitan Lithographers Assn., and Local 1, Amalgamated Lithographers of America.

Firm Liable for Annual Wage

Where a guarantee of employment and an annual wage are provided for in a labor contract, the company must pay the wages to the end of the contract period even though it goes out of business, according to a decision recently handed down by the New York Court of Appeals. In the case of Hudak vs. Hornell Industries, Inc., a one year contract provided that the company "agrees to continue to employ" its journeymen printers "during the period covered by this agreement and guarantees during the said period to pay each a weekly wage of \$120."

When the employer went out of business the printers sued for wages for the balance of the year's period.

Other displays recently completed by the Philadelphia firm include a piece for U. S. Rubber Co. sporting footwear which has a reversible center card. One side shows a fishing scene for spring use, and the reverse side shows a hunting scene for fall. Another display is the fourth of a series of institutional displays for the Oil Industry Information Committee. It is three dimensional and illuminated.

The court permitted the printers to collect their pay, but distinguished this contract from ordinary labor contracts which provide for wages and working conditions but do not obligate the employers to provide work.

N. Y. Firm Gets Fotosetter

Academy Photo Offset, Inc., New York, has installed an Intertype Fotosetter, photo-typesetting machine, Academy announced last month. In addition to using the machine to set film-type for Academy, it also will be used for trade typesetting. This will extend the company's present trade services which include art, Variotyping, offset presswork and binding.

The company said that a member of Local Six, Typographical Union, operates the machine, after a period of training with the Intertype Corp.

Westhoff Leaves Kienle

William Westhoff, offset ink technical representative for Kienle & Co., Brooklyn, on September 2 joined a new chemical division of Sinclair Oil Co. in a technical sales capacity. He had been with Kienle, both in the laboratory and in sales, for several years.

New Color Print Method; Glass Engravings Introduced

A NEW technique for producing high-quality color prints from Ansco Printon paper exposed in the camera, was described to the Technical Division of the Photographic Society of America at its annual convention in New York in August.

Since no intermediate negative or transparency is used in the process, according to John R. Kane of Ansco, the image must be laterally reversed to retain the left-right relationship of the subject.

To make portrait exposures practical the speed of the material must be increased by a proper adjustment of the exposure-development relationship, Mr. Kane stated. If this is done correctly, however, exposure indexes double those of color film are possible, he said. Color prints made by this technique can be exposed by all light sources normally used in color photography.

The possibility of better reproduction in magazines, books, and newspapers by use of a process made possible by a new kind of glass also was



discussed at the PSA meeting.

S. Donald Stookey and H. R. Kiehl of Corning Glass Works described preliminary experimental work in making and using photo-engraved master half-tone printing plates of the new material, which might replace zinc and copper for photoengraving, according to the inventors. Its use simplifies the entire photoengraving process, they asserted.

While the method utilizes acid etching, it requires no acid-resistant surface coating. In the light-sensitive silicate glass there is formed an acid-soluble three-dimensional photogra-

phic image which is then etched to any required depth with dilute hydrofluoric acid. After heating at approximately 1200 F in an oven, the rate of etching is up to 50 times greater in the exposed image than in the unexposed image.

Adding 4-Color in Boston

A Harris 42 x 58" four-color offset press has just been installed in the plant of Court Square Press, Boston.

R. I. Firm Adds 4-Color

Livermore & Knight Co., Providence, R. I., last month was installing a Harris 52 x 76" four-color offset press. This is the firm's second four-color offset press.

Robinson Joins S & B

Robert Robinson, formerly in charge of the New York office of Display Corp., joined the creative sales staff of Snyder & Black, New York lithographers, it was announced last month.

A Gallery of Luxometer Users

The LUXOMETER's exclusive and patented features make it the only light integrating instrument to win the acclaim of Graphic Arts authorities all over the world.

A PARTIAL LIST of users who are now using five or more LUXOMETERS:

- Repro Art Co., Los Angeles, Calif. 5
- Graphic Arts, Inc., Philadelphia, Pa. 7
- Joseph Hoover & Sons Co., Philadelphia, Pa. 6
- Western Printing & Litho., Racine, Wis. 20
- Infalgio Service Corp., N. Y. 7
- Shawbridge Lithographing Co., Cincinnati, Ohio 5
- Defonso Printing Services, Washington, D. C. 13
- U. S. Govt. Printing Office, Washington, D. C. 7
- Regentette Corporation, Chicago, Ill. 7
- Alce Grauer, Hoboken, N. J. 8
- Stecher, Traug, San Francisco, Calif. 5
- Brett Lithographing Co., N. Y. 6
- Montreal Standard Publishing Co., Canada 5
- Consolidated Lithographing Co., N. Y. 8

The LUXOMETER is an instrument for integrating light. It automatically shortens or lengthens the period of exposure to compensate for fluctuating light intensities.

See your dealer or write for full details and information on free trial offer.

ELECTRONIC MECHANICAL PRODUCTS CO.

1115 17 North Virginia Ave. Empco Atlantic City, N. J. U.S.A.

Give **TRANSALOID**® The "Eye Test"



A New, Water-Resistant
Paper Negative Material
with Resolving Power
Close to Film . . . Yet
Costs Considerably Less!

*Saves up to 33⅓% in
Material and Processing Costs*

TRANSALOID TRANSPARENT NEGATIVE PAPER

**Open Whites • Opaque Blacks • Water Resistant • Transparent
Non-Stripping • Orthochromatic • Lies Flat • Dries Rigidly
Prints as Fast to Plate as Film • Sensitive to Colors
Sharp Halftone Dots • Clean Lines**

Transaloid costs less and produces results comparable to costlier materials. It can be used on a wide range of line and halftone work in any shop. The pay-off is in the negative and Transaloid pays off in results. It's good business to keep up to date on new and improved products even if your present materials seem to be satisfactory. After all, you're in business to make money. Your success depends upon producing good work and holding down costs. Transaloid will help you do both. Test Transaloid before you buy. Fill out coupon for sample negative and trial offer.

THE HALOID COMPANY
52-134 HALOID STREET, ROCHESTER 3, NEW YORK
BRANCH OFFICES IN PRINCIPAL CITIES

THE HALOID COMPANY

52-134 Haloid Street, Rochester 3, N. Y.

Send sample negative made with Transaloid, also details of your special Trial Offer on satisfaction or money-back guarantee.

Name

Company

Street

City or Town..... State

Now

JOMAC ROLLER CLEANER

(STAINLESS STEEL TANK)

IS WITHIN YOUR BUDGET

The new Jomac Roller Cleaner has been designed to give top working efficiency at low cost. Check the prices on this page and you will note the cost of the Jomac Roller Cleaner is well within the budget of your up-to-date offset plant.

BREAKING IN NEWLY COVERED DAMPENING ROLLERS

The Jomac Roller Cleaner will break in a complete set of dampening rollers for you at one time.

After applying new coverings to your dampening rollers, place the set of rollers in the Jomac Roller Cleaner and the spirally grooved rollers of the machine will smooth out the surface of the dampeners, eliminating lint, fuzz, and creeps. These rollers are broken in—true, round and lint free. All you need to do is to stop your press long enough to replace the dirty dampeners with clean ones already broken in and your press is ready to roll. This important feature of the Jomac Roller Cleaner will save many production hours for you.

Always keep a set of dampening rollers ready for immediate use.



36" size—price \$150.00

48" size—price \$550.00

f.o.b. shipping point

48" Jomac Roller Cleaner will take up to and including a 22 x 34 press. Delivered complete, ready to plug in, switch mounted. No costly installations required—No plumbing connections necessary.

CLEANING DAMPENING ROLLERS

The Jomac Roller Cleaner with specially designed grooved rollers will thoroughly clean dampeners in the least amount of time. Many installations have proven the cleaning rollers will not tear roller coverings or break stitches.

Use your favorite cleaning solution (it cannot damage the Stainless Steel lined tank) mixed with water; place the set of dampeners on the spirally grooved rollers and the Jomac Roller Cleaner will clean your dampeners more thoroughly and faster than any other method.

C. WALKER JONES CO.

PHILADELPHIA 38, PA.

Use **SEAMOL** Dampener Roller Coverings for any size roller

Expands, Sees Training Need

Roeder Studios, Inc., Chicago litho trade plate shop, completed installation in August of a new Rutherford photo composing machine which rounds out facilities of this 14-year old concern for providing Chicago lithographers with a complete platemaking service. The new photo composer is the largest model available, Type PLD, placing the company in position to accommodate any demands of its customers. It is equipped with a Luxometer light integrator.

Charles Roeder, proprietor, said that the machine will be operated on two shifts for his own jobs, and possibly on three, if plans now being developed to take in outside work warrant it.

The equipment is housed in an annex built at the rear of the plant at 702 N. Wells St. The new addition has concrete foundations to insure against vibration, and a dehumidifier to control air conditions in the room. As an added touch Mr. Roeder had a black top coating spread on the customer parking lot outside, to eliminate stray dust as a disturbing factor in operation of the new machine. A resilient composition floor in the room contributes to comfort of workmen.

Among other facilities of the Roeder plant are two Robertson 24-inch cameras with dark rooms, and a Craftsman layout table which accommodates plates up to 64 inches in size.

For over a quarter of a century Mr. Roeder has been identified with the lithographic business in Chicago. Following two years of art training at the Chicago Art Institute, he started as a "stone age" artist with the old Eagle Lithographing Co. With the advent of photo-lithography came demands for platemaking work from beginning operators of the then new Webendorfer 17x22 inch offset press, so Mr. Roeder opened up an offset platemaking shop to serve this new field. Photography was shifting from use of wet glass plates to film and this development, coming at just the right moment, Mr. Roeder feels, was an important contribution to popu-

larization of photo-lithography. It offered a means, he pointed out, for speedy production of press plates at a modest cost with which letterpress printers found it difficult to compete.

From the start the business has had a steady growth and today Roeder Studios occupy 10,000 square feet of space on the ground floor and in the basement of three adjoining buildings owned by the proprietor.

The supply of skilled craftsmen is far behind the rapid growth of offset printing, Mr. Roeder remarked in commenting on some of his problems. One of his big headaches, he said, is the shortage of skilled offset pressmen. While his customers include many large plants, his sales staff is intensively pushing his service among the small beginners in lithography. Here, he said, his efforts to help them succeed in their new ventures are often complicated by the lack of trained pressmen.

To remedy this industry-wide problem he suggested an apprentice training program in all shops, supplemented by better use of existing printing schools. After leaving high school vocational classes in printing, he said, the young men should go to these schools from which the industry could draw them and further develop them in the individual shop apprentice training programs. Such a system would of course, have to be agreeable to both the union and the employers, he added.

Lithographs Liner Brochure

The elaborate colorful brochure for the new *S. S. United States*, was a lithographed job produced by Brose Litho Co., New York. Cover and text papers made by Curtis Paper Co., Newark, Del. were used. Covers were in four colors and the inside pages were in six colors.

Reprints of the brochure were distributed by Curtis Paper Co. and also by Harris-Seybold Co.

Adds Press in Mass.

A Miehle 29" offset press was installed recently by Parker Bros., Salem, Mass., game manufacturers.

Form Adhesive Paper Firm

Press-Sure-Stik Corp. has been formed in New York, to process various types of paper, foil and acetate for the printing and lithographing trades.

Mark Hanna Simon, who resigned two years ago as treasurer and production manager of Simon Adhesive Products Corp., New York, has formed the new company with Irving Zagor. Mr. Zagor is president and Mr. Simon is secretary-treasurer. The plant and offices are located at 327-35 East 29th Street.

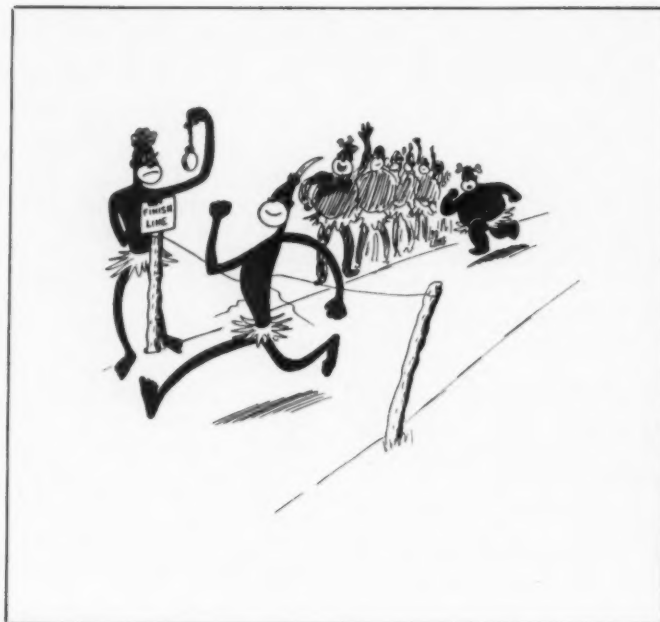
Pres-Sure-Stik is a new moistureless self-sticking adhesive. In application it is an all-over gummed paper coated with pressure sensitive adhesive with splits in the backing paper to make it easy to remove. It is available in rolls or sheets 28-30" wide to fit printing and offset presses.

It is used for point-of-purchase advertising displays, labels, oil change tags and other uses. It will stick to metal, glass, plastic, wood, cellophane or any smooth dry surface.

New Humidifying Unit

The Bahnson Co., 1306 Marshall St., Winston-Salem, N. C., has just announced the Type E Humidifier designed to provide automatically controlled humidification in all types of printing plants. Units may be used for complete humidification systems, for spot humidification in large spaces, for boosting the capacity of existing systems, and for precise humidity control in laboratories.

The self-contained units are quickly installed by suspending from ceilings, then connecting water supply and electricity the company says. Water is atomized by centrifugal force and distributed horizontally through a 360° opening. Any portion of the discharge opening may be blocked off for directional distribution. Units evaporate up to 3 gallons per hour and may be installed singly or in groups with automatic control. Each unit will humidify several thousand cubic feet of room volume at normal conditions.



You, too, can be a winner!

¶ In lithography, as in most everything else, it's the guy who keeps informed who gets ahead.

¶ Lithography is a fast-changing process.

¶ *Modern Lithography* subscribers are keeping informed.

¶ Are you?

CLIP AND MAIL TO

MODERN LITHOGRAPHY, 175 Fifth Ave., N. Y. 10, N. Y.

Please enter subscription(s) as follows:

(Check or money order enclosed)

☐ One year, \$3.00 (Canada \$4.00; Foreign \$7.00)

☐ Two years, \$5.00 (Canada \$7.00; Foreign \$12.00)

NAME
(Please Print)

FIRM

STREET

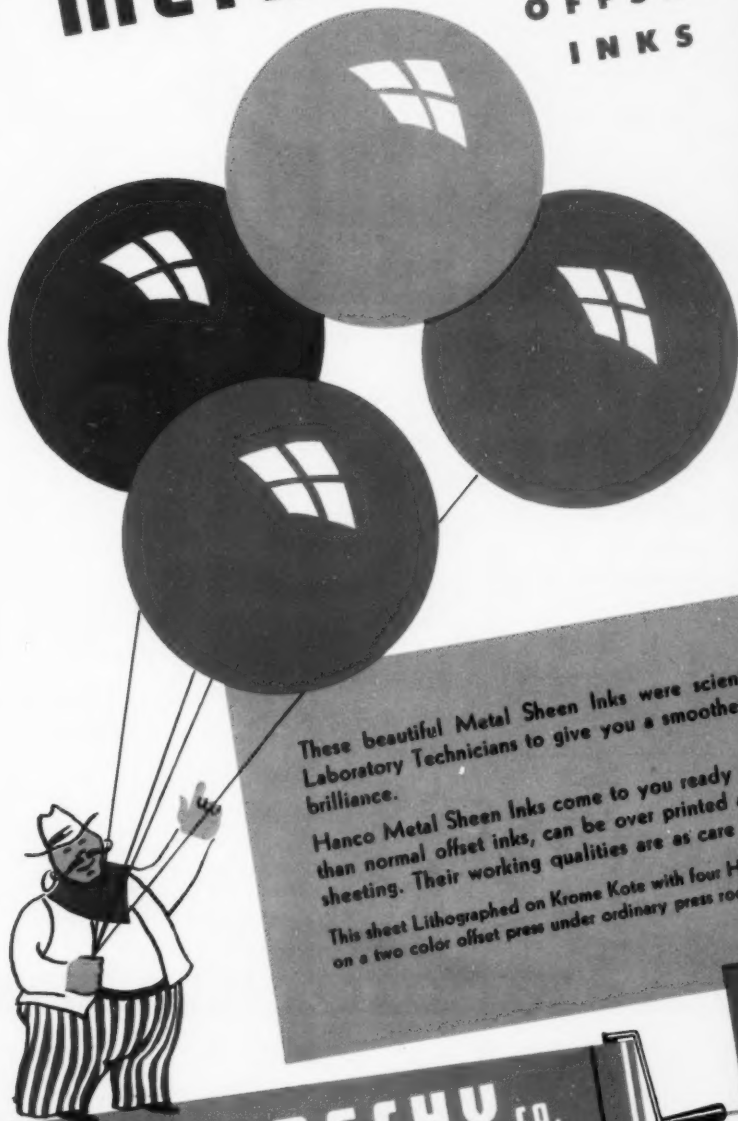
CITY

HANCO

Press Proven - Master Palette

METAL SHEEN

OFFSET
INKS



These beautiful Metal Sheen Inks were scientifically formulated by our Laboratory Technicians to give you a smoother lay with greater metal like brilliance.

Hanco Metal Sheen Inks come to you ready to run, will dry slightly faster than normal offset inks, can be over printed and varnished, require no slip sheeting. Their working qualities are as care free as any other offset color.

This sheet Lithographed on Krome Kote with four Hanco Metal Sheen colors and black on a two color offset press under ordinary press room conditions.

A. E. HANDSCHY CO.

CHICAGO 7, ILL. 125 S. Racine Ave. WYmarket 1-0887
MINNEAPOLIS 15, MINN. 422 S. Third St. Main 4497
INDIANAPOLIS 4, IND. 225 N. New Jersey St. Imperial 5565

12 Beautiful Metallic Colors

ALUMINUM	MS-1216
LIGHT BLUE	MS-1218
DARK BLUE	MS-1222
RICHGOLD	MS-1220
"Y" GREEN	MS-1219
"B" GREEN	MS-1223
PALEGOLD	MS-1224
RED	MS-1225
CERISE	MS-1226
COPPER	MS-1217
MAGENTA	MS-1227
PURPLE	MS-1221

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of lithographic
supplies for
Plate and
Press Room*

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LITHOGRAPHIC TRADE

HANCO

CHEMICALS AND SUPPLIES
For QUALITY REPRODUCTION
IN THE
PLATE ROOM—PRESS ROOM

Just off the Press *The New* **HANCO** **COLOR GUIDE**

108 Colors and Tints with characteristic
Charts, plastic bound in 7 color art
cover depicting "Early Lithography"

Send for Yours Today!



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COLUMBIA SALES & SERVICE
3035 "K" St., N. W. — Washington, D. C.

C. A. EDWARDS, JR.
1903 Chestnut St. — Philadelphia, Pa.

DASCO PRODUCTS
c/o DAVIDSON SALES & SERVICE
217 S. 7th St. — St. Louis, Mo.

GANS INK & SUPPLY COMPANY
621 E. Third St. — Los Angeles, Calif.

INDERBITZEN'S OFFICE MACHINE
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LITHO OFFSET SUPPLY COMPANY
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LITHO PRINTERS SUPPLY COMPANY
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MILTON T. GOODALE
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133 E. 3rd St. — Charlotte, N. Carolina

TAYLOR IMPRESSION PRODUCTS
1808 Broad St. — Nashville, Tenn.

WALTER W. PETRI COMPANY
927 Howard St. — San Francisco, Calif.

LNA Exhibition Tour

The first road tour showing of the 1952 LNA second annual offset-lithography award winners was held in Milwaukee August 18 to 23, sponsored by local Lithographers National Association member firms. Robert M. Darr, Philipp Lithographing Co., was chairman.

Announcement of the awards had been made in a spring opening in Chicago. The show is now on an extensive tour throughout the United States, with the next exhibit to be held in Alexandria Bay, N. Y. in mid-September.

The national competition, now in its second year, includes the entire field of offset-lithography. LNA members sponsoring the exhibit in the Milwaukee area were: Gugler Lithographing Co., W. A. Krueger Co., Milprint Inc., E. F. Schmidt Co., Delzer-Marlow Co., and Philipp Lithographing Co.

Form New Litho Firm

A new litho firm, Progressive Lithograph Co., has been formed in Providence, R. I. Edgar Pickles, formerly of Associated Folding Box Co., South Boston and Raymond H. Christopher, E. A. Johnson Co., Inc., Providence, are partners in the new enterprise. A 42-inch Harris press is in operation at present, and the firm plans to expand its facilities later.

Mr. Christopher plans to continue his relations with E. A. Johnson Co., as president, treasurer and secretary, while Mr. Pickles will devote full time to the new company.

Shows Graphic Whimsey

An exhibit called "Printers at Play" is now open to the public at the galleries of R. R. Donnelley & Sons Co., 350 East 22nd Street, Chicago. Consisting of more than 400 items which show the printed humor and whimsy of printers, typographers, artists, and calligraphers, the unusual show will be on view daily through October, from 9 to 4 except Saturdays, Sundays, and holidays.

The exhibit which contains, according to the printed announcement,

"the surprising proof that there are times when even the printer wears an unfurrowed brow," includes tomfoolery by such eminent men in the graphic arts as Bruce Rogers, book designer, W. A. Dwiggins, artist and designer, and the late Oz Cooper, typographer.

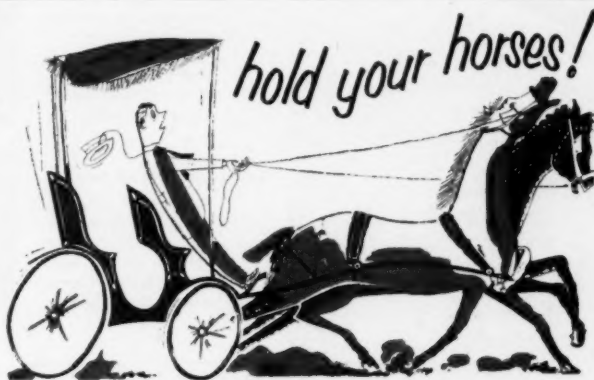
In the show are woodcuts, linoleum blocks, line drawings, examples of calligraphy, and some pictures composed entirely with type ornaments.

Most of the items were non-commercial — done as hobbies or pranks, according to Walter Howe, director of the Donnelley design department.

Gilbert Marks 65th Year

The Gilbert Paper Company of Menasha, Wisconsin, founded as the first fine paper mill west of Massachusetts, recently observed the 65th anniversary of the company at a three-day meeting of Gilbert Paper merchants held in Menasha.

Highlights of the meeting were a tour of the mill, including inspection of a new atomic measuring device, trips to the Institute of Paper Chemistry at Appleton, Wis., and a dinner meeting with a demonstration talk on modern selling techniques.



VULCAN

has a new, improved OFFSET BLANKET

Don't buy any one's old model blankets until you have tested VULCAN'S latest and greatest — a blanket in which are incorporated all the features that pressmen themselves told us they wanted.

First of these is the ultimate in uniformity of thickness. Vulcan has produced this more precise uniformity by totally new methods. Second is a coating compound that makes for greater density of surface than ever before — yet while being non-porous, the surface has a velvety texture, not being as "slick" as old style blankets.

You'll find no stretching, embossing or debossing. You'll get fast make-ready and perfect reproduction of even the most vignette-like tones. Order any size. See for yourself.

EXCELLENT RESULTS IN METAL DECORATING

VULCAN RUBBER PRODUCTS, INC.

58th Street and First Avenue • Brooklyn 20, N. Y.

Pacific Coast Representative: The California Ink Co., Inc.

Canadian Representative: Sears Limited, Toronto



this advertisement is one of a series now running in

**NATION'S BUSINESS
DUN'S REVIEW
THE REPORTER
ADVERTISING AGE
BANKING
BEST'S INSURANCE NEWS**

Special selling advertisements are running in

**JOURNAL OF ACCOUNTANCY
THE OFFICE
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THERE'S PROFIT IN GOOD DESIGN

for printers who sell fine business stationery. Executives are becoming more design conscious. Your prospects and customers will find helpful design principles and ideas in *The Psychology of Business Impression* and the Test Kit of 24 basic letterhead designs. This new idea in stationery selling will take your salesmen into the offices of preferred prospects.

If you are not already using this idea to sell more fine business stationery, write for full information to our *Printers' Sales Development Department*.



Your Letterhead is part of your INDUSTRIAL DESIGN PROGRAM

IT IDENTIFIES YOUR TRADEMARK

If you make a trademarked product, the trademark should appear on your letterhead as well as on your product and packages.



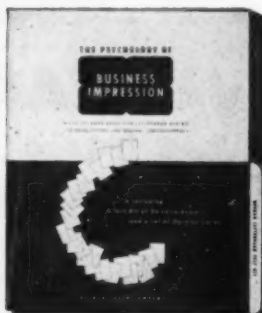
IT EXPRESSES YOUR DESIGN STYLE

An over-all design program includes the styling of the letterhead and other business stationery to create a coherent selling impression.



IT TELLS THE STORY OF QUALITY

The purpose of your design program is to make the quality of your product visible to buyers. This is also the function of your letterhead.



COURTESY COUPON

- ☐ The Psychology of Business Impression, Letterhead Test Kit, and Opinion Cards.
- ☐ Sample Kit of Neenah Boxed Typewriter Paper, the quality paper for office and personal use.

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**NEENAH
PAPER
COMPANY**
Neenah,
Wisconsin



The nation-wide interest of business and professional men in good letterhead design is shown by their participation in the Neenah Letterhead Test. Thousands of executives read the portfolio, *The Psychology of Business Impression*, studied the Test Kit of 24 basic letterhead designs, and registered their preferences on opinion cards. This test, the first of its kind ever made, has thrown new light on letterhead design problems. To get a free copy of this portfolio, check the coupon below, sign your name, and attach to your business letterhead.

Glover Testimonial All Set

Plans were complete early this month for the testimonial dinner and dance honoring W. Harvey Glover, president of Sweeney Litho Co., Belleville, N.J., on his completion of 50 years in the graphic arts industry. The ladies' night event is to be held Saturday, September 27, at 7:30 p.m. at the Roosevelt Hotel, New York.

Speakers are to include John J. Deviny, U.S. Public Printer, and Harold G. Hoffman, a former governor of New Jersey. Several other surprise events are to be included on the program, according to the Printers Supply Salesmen's Guild of New York, the sponsor. Cooperating with the guild are 23 other graphic arts organizations, including Lithographers National Assn., National Assn. of Photo-Lithographers, National Assn. of Litho Clubs, New York Litho Club and the Young Lithographers.

Mr. Glover, long prominent in the graphic arts, started in the lithographic industry in Hamilton, Ontario, 50 years ago. He came to the U.S. at an early age, and was with a number of litho companies before becoming head and owner of the Sweeney company. He has served as president of the Litho Club of New York, the New York Club of Printing House Craftsmen, and of the International Assn. of Printing House Craftsmen.

Advance estimates placed the probable attendance at the dinner at around 1000. Reservations are being handled by Joseph Avery, 21-49 39th Ave., Long Island City, N.Y.

Law Would Bar Billboards

The Chicago Plan Commission has announced its intention to seek a law from the Illinois legislature which will enable state and local authorities to control advertising billboards and "eyesores" fronting on highways, parksides and lakes in that state. A committee has started drafting the proposed statute which will be submitted to the legislature when it convenes next January.

Signs not actually advertising the services available on the signboard site will be barred under the projected law, which will also provide authority for dealing with such offenses to the public eye as dilapidated buildings, automobile graveyards and untidy premises near public ways and assembly spots.

A resolution endorsed by the Plan Commission asserts that the value of billboards depends on their visibility from public parks and roadways and

that the right to be seen is not an inherent one. It exists, they claim, only by public sufferance and thus should be subject to regulation and prohibition the same as nuisances which offend the ears, the nose or the public health.

Penn Adds Press

Penn Lithographing Company, Philadelphia, has added a Harris 22" x 34" offset press.

no sacrifice!

Only GEVAERT LITHOLINE ORTHO

PLATES AND FILMS have that extra

density, that exacting ability to hold the

most delicate highlight dots without

sacrificing the shadow dots,

the freedom from fog,

the wide latitude.

Ask Your GEVAERT Distributor,
or Write Direct for Complete
Details of the Full Line of
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FROZEN FOOD CANISTER LABELS with HIGH LUSTRE PROTECTION



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FROST-SHEDDING PAPER COATING

NOT STAINED BY FRUIT JUICES • GLOSSY • ABRASION-RESISTANT

Pyroxcote is the perfect paper coating for frozen food canister labels (and for most other labels, too). If you make labels, you can apply Pyroxcote or your finisher can. Let us send you, without obligation, our list of label manufacturers and finishers who operate with Pyroxcote.

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KANSAS**

*T. M. Reg. U. S. Pat. Off.

"Quiz Nights" for Boston

A panel of five experts, with John F. Maguire, New York, president of the National Assn. of Litho Clubs, as moderator, will feature a "Quiz Night" at the Boston Litho Club opener, October 6. The Hotel Gardner is the site of the meeting, according to Herbert L. Borden, president of the Boston organization.

Subsequent programs of the club will also feature "Quiz Nights". Mike Bruno, LTF, Chicago, is to appear at the November meeting; and the February meeting has been set aside as "Ladies Night." In March, a joint meeting with the Boston Craftsmen will feature a discussion on "Letterpress vs. Offset."

Dallas Club Tours Plant

The Dallas Litho Club was scheduled to visit the new modern plant of Taylor Publishing Co., September 2. Following a short meeting in the company cafeteria, an audio-visual on black and white camera work was to be shown. This was to be followed by a tour of the plant which specializes in the production of school annuals and industrial and advertising brochures and catalogs.

The club's annual picnic was to be held Saturday, September 6 at Vickery Park, with events planned for members, wives and families.

Other fall events of the club include a weekend outing where members can "rough it." The spot is Possum Kingdom, and the dates are September 27 and 28. Each man will be responsible for bringing and preparing his own food, and row boats for fishing will be available.

The fishing committee is composed of Bill Sartin, Southwestern Blue Print Co.; Charles Beddoe, Beddoe Printing Co.; Alton Curry, Roberts Wilmans Printers; S. M. Franks, Century Printing Co.; and Pete Niedenbach, IPI.

Plan Maintenance Meeting

The preventive maintenance committee of the Research and Engineering Council of the Graphic Arts will hold a meeting at the Palmer House, Chicago, on October 23. Through

this meeting the council hopes to establish a means for regular exchange among men in the industry who are concerned with preventive maintenance.

The project will also endeavor to identify, to manufacturers, modifications in equipment and materials which will lessen down time that may be associated with the maintenance of equipment.

Navigators in Sept. Meet

The first fall meeting of the Navigators Club, a graphic arts group, was

to be held in New York on September 19, according to an announcement by Morris Rabkin, L. & C. Mayers Co., New York. The meeting was to observe celebration of the club's 15th anniversary.

Pagliaro Adds Press

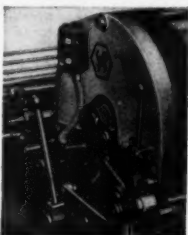
Mike Pagliaro, owner of Holyoke Lithograph Co., Holyoke, Mass., has acquired a 22 x 34" Harris press formerly used by National Printing Co., Thompsonville, Conn.

Proofing? Short runs? Specialty printing?
You can do all three with

S & S Du-Fa Flatbed Offset Press



Large Cylinder



Centralized Controls

- Has complete automatic inking and dampening system.
- Duplicates press conditions for fast, high-quality proofing.
- Cuts costs on short run printing.
- Prints on metal, plastic, glass, wood.

Completely power operated, with automatic inking and dampening, the S & S Du-Fa can duplicate press conditions for proofing with amazing exactitude. Check its cylinder, its larger than average inking rollers with other presses and you'll see why.

S & S Du-Fa also features an adjustable bed for specialty printing on metal, plastic, glass, wood!

Easy to operate, with centralized controls, the S & S Du-Fa feeds from either side, is fast, economical for short runs. Features special inking roller wash-up system — on press — cuts time between runs.

- Available in 5 sizes:
 - maximum printing surface 39" x 55"
 - maximum sheet size 40" x 56"

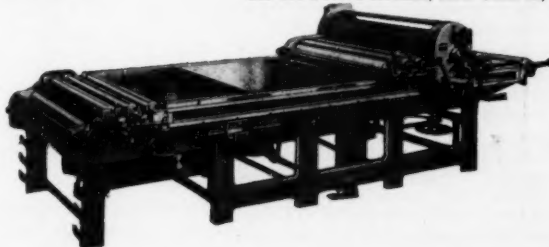
Write for full details on all the special features of this modestly priced, highly versatile press. See how S & S Du-Fa cuts costs, increases production.

Imported by:



Amsterdam Continental
Types and Graphic Equipment Inc.

268-276 Fourth Avenue, New York 10, N. Y.



"Here's just the
gift for mommy"



Into America's Christmas gift lists go many happy hours of scanning catalogues, brochures and magazines.

Holiday shopping at home is a fast-growing practice because retailers and manufacturers have made it so easy and enjoyable. Colorful, appealing Christmas promotions are accounting for an ever-increasing percentage of their sales.

This is but one of the many ways in which fine printing adds to the enjoyment of living and helps build sales for products throughout the nation.

Working side by side with the printer and lithographer, Oxford Papers share in the creation of better-looking, more effective holiday gift promotions. Learn for yourself how the superb quality of Oxford Papers can improve your own year-round selling-in-print.

OXFORD PAPERS
Help Build Sales



OXFORD PAPER COMPANY
230 Park Avenue, New York 17, N. Y.

OXFORD MIAMI PAPER COMPANY
35 East Wacker Drive, Chicago 1, Illinois

Mills at Rumford, Maine, and West Carrollton, Ohio

St. Louis Litho Courses Open

Courses in offset lithography at the David Rankin Jr. School of Mechanical Trades, St. Louis, were to begin September 15. Subjects to be covered include copy preparation, line photography, color separation photography, albumin and deep etch platemaking, press operation, retouching, chemistry of lithography, estimating, stripping, halftone photography, opaquing, press troubles, color correcting and a survey of lithography course.

The school is located at 4431 Finney Ave., St. Louis 13.

Plan Detergent-Solvent Report

"Detergents and Solvents for the Printer" is the subject of one of the current research projects being undertaken by the Research and Engineering Council of the Graphic Arts Industry, it was announced last month. Information now is being compiled on the latest available materials, products, formulas and developments in the field from over 100 industrial research laboratories and manufacturers.

The new report will be a revision of the 1950 report on the same subject. It will be divided into sections covering offset blanket washes, roller washes, type washes, etc.

Information on products or techniques in this field may be sent to the council, 719 15th St., N.W., Washington 5, D.C.

325 at St. Louis Outing

Over 325 members and guests attended the annual outing of the Associated Printers and Lithographers of St. Louis, held August 15 at Norwood Hills Country Club. Highlight of the event was the evening dinner and presentation of awards to winners of the various contests in golf and horseshoes. Attendance prizes valued at over \$2000 were awarded to 175 persons.

Envelope Wins Award

A promotion envelope in the No. 10 size, being used by the Associated Printers and Lithographers of St.

Louis won an award of merit in the August contest of the Envelope Institute of America. The envelope was designed by Fred E. Winsor, executive head of the association.

Atlanta Executive Dies

T. Griffin Perkins, 71, chairman of the board of Atlanta Lithograph Co., Atlanta, Ga., died August 19. He also was president of the Atlanta Brush Co. Survivors are his wife, a daughter, Mrs. L. F. Ferry,

and a son, William C., all of Atlanta; two sisters and a granddaughter. He was active in numerous civic and fraternal organizations.

Issues Summer Promotion

A summer edition of "Printed Words," external house publication of Von Hoffmann Press, St. Louis, has just been issued. The cover illustration, titled "Gone Fishing," was produced by lithography.

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caters to
Your Preference

There's a right choice for every job.



B-1C CONSTANTARC

① ULTRAMODERN *electronic* motor-controlled CONSTANTARC

Arc stabilization completely and continuously automatic. Successive exposures produce identical results.



B-16 PRINTER



8F-A CAMERA

NONSPOT reflectors insure even light distribution. Lamps sturdily constructed and easy to handle.



LITTLE GIANT

② TRADITIONAL solenoid-controlled arcs of distinction

For the many fine features of these and other models see illustrated catalog furnished on request.

MACBETH ARC LAMP CO.

World's Standard Photo Lamps

141 Berkley Street

Philadelphia 44, Pa

NEUSEL'S

From Coast to Coast Lithographers are switching to

NEUSEL'S FINE DEEP-ETCH CHEMICALS

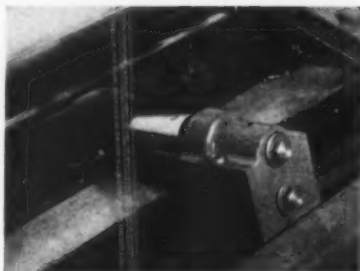
The Finest and Most Economical Deep-
Etch Chemicals on the Market Today

Guaranteed Service and Uniformity

H. NEUSEL'S CHEMICALS 1724 GREENLEAF AVE. CHICAGO, ILL.

TRY THEM

SATISFIED CUSTOMERS *mean* REPEAT BUSINESS



You will find the **BALDWIN INK FOUNTAIN AGITATOR** will help you deliver better and more consistent sheets — no color variation. That means **SATISFIED CUSTOMERS AND REPEAT BUSINESS.**

The only INK FOUNTAIN AGITATOR with the
patented rotating cone

BALDWIN

Agitators, Press Washers, Water Levels,
Water Stops, Vibrating Rollers
are made by

**WILLIAM GEGENHEIMER
COMPANY**

78 Roebling St.,

Brooklyn 11, N. Y.



SIMPLE TO KEEP CLEAN

One screw is opened in seconds to remove
the individual traveling cone for quick wash.

Plan Houston Training Meet

A trainer coaching conference for instructors in the LTF-PIA Foreman's Management Program is planned for the week of September 29 in Houston, Texas. Nine firms have already registered. As at previous conferences, total registration will be limited to fifteen companies.

The Houston conference will be the eleventh since the program was started less than two years ago. During that time 118 instructors have received basic training in conducting conference classes for foremen in their companies or communities. More than 1,800 foremen and supervisors have attended these classes.

William F. Gutwein is chairman of the Foreman's Management Committee.

Alphabet Exhibit in N. Y.

An exhibit called "The Roman Letter," assembled by R. R. Donnelley & Sons Co. and shown at the Donnelley galleries in Chicago this spring, is now on view in the galleries of the American Institute of Graphic Arts, 13 East 67th Street, New York.

Following the New York showing, the exhibit will move in mid-October to the William L. Clements Library, University of Michigan, Ann Arbor, and remain there until the first of the year.

The exhibit traces the development of the alphabet, and is believed to be the largest and most complete exhibit of the kind ever shown in this country. It consists of scores of enlarged photographs of inscriptions and lettering on ancient structures together with examples of early writing materials and tools.

To Offer P-O-P Hat Display

Container Corporation of America has acquired sole rights to manufacture and sell a low cost, paperboard counter and window display for men's and women's hats. Rights were obtained from Ad Reinsberg, Chicago, inventor of the display, by the company's Specialty Division. Distribution will be nationwide to hat manufacturers and distributors.

The display consists of a single sheet of paperboard whose ends are joined to form a vertical cylinder with a serrated edge at the top. A man's or woman's face, drawn to appear in perspective on the cylindrical shape, is printed on the sheet in one or more colors, and die-cut ears are pressed out to complete the three dimensional effect. A white panel at the bottom is reserved for the manufacturer's brand identification and copy.

Booklet on Dermatitis

"The Control of Dermatitis in Industry" is the title of a booklet now available from West Disinfecting Co., 62-16 West Street, Long Island City 1, N. Y. Prevention of the skin ailments caused by various chemicals is the aim of the booklet, and it is pointed out that 90 percent of dermatitis cases can be prevented by proper cleansing materials and methods.

THE FILM STORY

in a nutshell



From one source you can get all of your film requirements. BESCO branches handle Ansco, Du Pont, Eastman-Kodak, and Gevaert film — in sheets or rolls. You can get glass plates too! In fact BESCO can supply you with most of your photographic needs. Not only film but developing and fixing solutions. Fast delivery is assured when you order from BESCO.



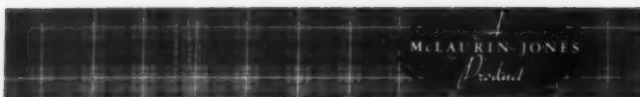
BRIDGEPORT ENGRAVERS SUPPLY CO.

BRIDGEPORT 2, CONNECTICUT

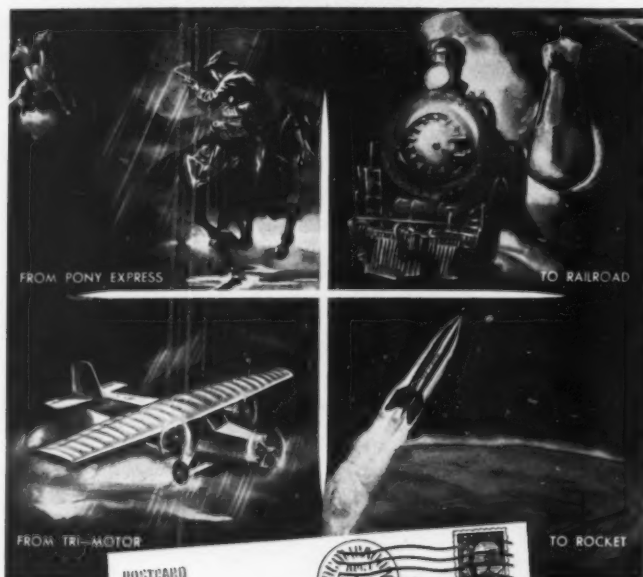
BOSTON: 453 Atlantic Avenue • CLEVELAND: 1051 Power Avenue

NEW YORK: 525 W. 33 Street • CHICAGO: 900 N. Franklin Street

ATLANTA: 259 Peachtree St., N.E.



even the best can be bettered



If you're a fine printer, you're always striving to improve your craftsmanship, no matter how excellent. For the same reason, McLaurin-Jones Co. has improved the already high quality WARE POSTCARD C2S. These new improvements come right in time for you to cash in on fall election poster work.

Special micro-smooth finish on both sides for brilliant letterpress or offset printing.

Uniform thickness gives better impressions on large solids and fine screen halftones.

More snap in new improved Ware Postcard.

New Ware Postcard gives sharper detail for easier reading. Ideal for election poster work.

Yes, to make your fine printing even better, use New Improved WARE POSTCARD C2S. Write for free samples today.

McLAURIN-JONES CO.

Makers of famous Waretone Mirror Finish Paper, Old Tavern Gold and Platinum Papers, Guaranteed Flat Gummed Papers, and Relyon Reproduction Paper.

Brookfield, Massachusetts Offices in New York, Chicago, Cincinnati, Los Angeles

Mills located at: Brookfield and Ware, Mass., Grand Rapids, Mich., and Homer, La.

Hall in Receivership

The J. C. Hall Co., bank stationers, lithographers and printers of Pawtucket, R. I., will surmount financial difficulties that led it to being petitioned into receivership on Aug. 4, it was asserted as temporary receivers for the firm were named at a hearing before Judge Thomas H. Roberts, of the Superior Court, Providence, R. I., August 18.

Under the decree signed by Judge Roberts, Joseph J. Gardiner of Barrington, R. I., executive vice president, assistant treasurer and secretary of the Hall concern, and John B. Harvie, also of Barrington, company executive, will continue to have full power to operate the printing business. Meanwhile, all suits against the company are enjoined.

Francis J. O'Brien, counsel for Gardiner who brought the receivership petition, gave the court a hopeful report of the financial situation and said that one customer, a bank, has placed an order for 5,000,000 bank checks to be processed as soon as the company is able to print them.

It was said that the company's assets exceed \$600,000, and that all claims, secured and unsecured, total \$189,000. There is cash of \$26,000 and accounts receivable of \$50,000.

New Eng. Group Elects

Harry F. Howard, works manager, The Plimpton Press, Norwood, Mass., was re-elected to his second term as president of the Graphic Arts Institute of New England, Inc., Boston, at the recent annual meeting, at the Parker House, Boston. Also elected to a second term was vice president Arthur T. Howard, president of A. T. Howard Co., Boston.

Prior to the meeting, members-at-large were returned to second terms: treasurer, Donald C. Hagar, Rapid Service Press, Boston; assistant treasurer, Addis W. Dempsey, Donovan & Sullivan Engraving Co., Boston; and secretary-manager, Howard S. Patterson.

Arthur T. Howard also was elected director of the lithographers division.

Improves Engravers Press

Vandercook & Sons, Inc., Chicago, has announced the development of an automatic sheet delivery for the firm's high speed four-color engravers proof press, making it possible for one man to operate the machine from the feed board.

DOES IT SELL?

(Continued from Page 59)

before results will be evident? Experience rapidly improves the ability to forecast this second date. If necessary, information as to whom to call for information may be typed on the card.

The check date arrives and the first call is made. The customer, for example, is a bedding manufacturer. Your query is something like this: "How much business have you gotten from the Rip Van Winkle folder we delivered to you on June 13th?" The customer's representative may suggest that you wait another two weeks or a month and then call, but in the end there will be an answer. Maybe not in exact number of units, but usually some concrete estimate of the selling power of the job. Later another check can be made, even a third, if necessary, to compile a composite picture of the effect, all to be recorded on the card in the salesman's file.

Here is how this system pays off:

(1). The customer immediately realizes that you are *rating the value of your work, by what it actually does for him!* Your object is results, results that will make it a must for the customer to bring his next job to you. Manufacturers of a multitude of other products do this very thing. None assume the attitude of one printer who declared about his work: "I don't care what the customer does with it, after I deliver it, and he pays for it. He can throw it in the sewer if he wants to."

(2). The score you are keeping is evidence that you and the customer are working together successfully—a team that has gotten results on one piece of printing and are all set for the next one.

This sort of relationship with a customer may lead to another sort of situation. You discover something seriously wrong with the copy of a job your customer proposes to do. You are interested in results, and it is your opinion that the job will not get results the way the customer has planned it. You raise questions in a diplomatic way, giving practical reasons. He accepts your suggestion and the job is done. It clicks. Or,

he may refuse to accept your suggestion and goes on his way. You are still not hurt.

(3). The results that you record on the card, attached to the mailing piece, may lead to (a) a reprint, (b), another mailing piece carefully designed and produced as a direct follow up, or (c) something entirely new developed from scratch. In either case you are prepared to handle his business cooperatively and intelligently.

TICCO

THE SHORT NAME FOR
INK THAT'S LONG IN QUALITY!

TICCO is the easy way to specify ink by Triangle Ink & Color Company . . . something that more and more of the finest printers and lithographers are doing every day.

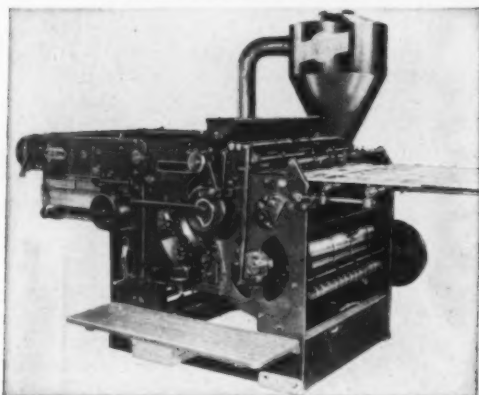
TICCO ink means perfect pigmentation . . . accurate color matching from can to can. It means correct consistency, economical "SPREAD" and fast drying characteristics.

TRY TICCO IN
YOUR PLANT FOR
ALL THE GOOD THINGS
THE RIGHT INK CAN
BRING TO ANY
JOB!



TRIANGLE Ink & Color Co., Inc.
329 EAST 29th STREET, NEW YORK 16, N. Y.

High Speed Bronzing Adds Extra Profits!



The Christensen High Speed Bronzer

Plenty of printed jobs, including labels, catalog and booklet covers, box tops — and many more — become much more impressive when bronzed • Customers are quick to see that this extra impressiveness makes promotional pieces more profitable and packaged merchandise more alluring • With the Christensen High Speed Bronzer you can widen your range of preferred jobs and get better prices for any part of your product on which this process can be used to advantage • With a Christensen, bronzing becomes just another fast, clean operation. This machine operates at up to 3,000 sheets per hour with offset, rotary and letter presses • Sheets are dusted both sides; are under positive control in both bronzing and dusting operations; are perfectly jogged and delivered face up.

Ask us to show you how the Christensen Bronzer can make your present jobs more profitable — and help you capture jobs you now miss.

Dexter Folder Company General Sales Offices

330 West 42nd Street • New York 36, N. Y.
Chicago • Philadelphia • Boston
Cleveland • Washington • St. Louis

Schultz

DEEP ETCH

chemicals

Proved dependable and economical in leading litho plants for more than a decade. You too will find it profitable to standardize on Schultz Chemicals for all your deep etch requirements.

H. J. SCHULTZ

1240 W. MORSE AVE. CHICAGO 26, ILL.

ly. Altogether it may require some reading and downright study on your part to keep familiar with the varied products of your customers. This is no more than is required of contact men or salesmen for any type of supplier used by these very same customers.

There must, of course, be some provision for removing from your file printed samples and their records after they have ceased to be of any value. Probably you will have a place somewhere to keep at least the best of the lot for possible future use.

Obviously this type of sales follow-up can be maintained only with a limited, selected number of customers. The number will, of course, have to be determined by the size of the individual accounts and the amount of time required for each one. As an account is dropped for any reason, others can be developed and added to maintain the desired volume of business. After all, this is what the salesman usually sets out to do, work up a list of accounts for himself, getting the most in volume from the fewest in number of customers.

The same system of following up on all printed products beyond actual delivery can be used profitably. It is not a bad idea to inquire if an order of office forms proves entirely satisfactory. Many customers will make no complaint about printing of this kind unless asked. They merely go along and use it, buying the next order from someone else. They are almost certain to give you a second chance if there is a follow-up on it.

One successful salesman not only follows up on letterhead and envelope sales, but suggests to the customer that he be sure to save any letterhead or envelope coming in the mails that appeals to him from the standpoint of paper used or the printing design. He not only holds this man's business but, by making improvements developed this way, is now selling more than ever.

A suggestion to a customer that he save any mailing piece coming to him that looks like it might be turned into something for local use, also

produces results. In one case a series of folders did come to the customer, who saved them. The folders were an original series that amounted to the largest order the lithographer got from this customer in a year.

Yes, printing that *sells* sells! ★★

METAL DECORATING

(Continued from Page 49)

a new X-ray instrument used for measuring the thickness of coatings on steel plate. The booklet is illus-

trated with many photos, drawings, graphs and tables.

Chicago Club Visits Caspers

Members of the Chicago Lithographers Club are to visit the plant of Caspers Tin Plate Co. as the feature of a metal decorating meeting September 25. A preliminary dinner is to be held at the Clearing Club, and from there the group is to go to the nearby Caspers plant. Earl Gray, and other Caspers executives, are to be hosts for the visit.



REDUCTION-VIEWER

A New Tool for

LITHOGRAPHERS, CARTOGRAPHERS, ENGRAVERS, PRINTERS, ADVERTISING AGENCIES, ARTIST, AND OTHERS IN THE GRAPHIC ARTS INDUSTRY.



Semco Reduction-Viewer is an innovation in the advertising, reproduction, and allied fields, in that it provides a quick, accurate method of visualizing the effects of reduction on all types of copy. Reductions to 1/3 the original size may be viewed instantaneously by moving the reduction viewer along an optically correct scale, the markings of which are engraved for easy reading. The only viewer of its kind — compact, efficient and moderate in cost, no other reducing glass offers the simplicity and ease of operation that has been engineered into the Semco Reduction-Viewer. The design permits both hands freedom to manipulate copy while viewing. The savings that are to be yours can best be appreciated by its day to day use and justifies your immediate purchase of one or more.

Simplify Your Reduction Problem

CLIP COUPON AND MAIL TODAY

ESTABLISHED 1886

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Please send me..... Semco Reduction-Viewer and:

- ☐ Find check enclosed.
☐ Send illustrated Folder.

- ☐ Charge to my established account.
☐ I am interested as a distributor — send details.

Name _____ Title _____
Street _____
City _____ Zone _____ State _____

This Straight Line Trimmer

does away with waste motion

... and needless rehandling

Assures unqualified accuracy!



The Brackett Safety Trimmer

Trimming of labels, booklets, catalogs, inserts and other flat work is handled by the Brackett at double or triple the speed of the conventional guillotine trimmer • On the Brackett, work moves in a straight line, away from the operator, without waste motion or needless rehandling • The use of mechanically set spacer shafts insures fine accuracy without even the tiniest variation. This accuracy is maintained from start to finish, no matter how large the run • For jobs that repeat, settings may be retained, with important savings in time otherwise required for resetting • The Brackett handles work up to 25½" in width and 50" in length • Standard equipment includes two spacer shafts. Extra shafts for permanent set-ups can be supplied • Write for literature.

Dexter Folder Company

General Sales Offices

330 West 42nd Street • New York 36, N. Y.

Chicago • Philadelphia • Boston
Cleveland • Washington • St. Louis

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27 YEARS

EXPERIENCE

we can give you a grain that will show better results in your pressroom.

All sizes new plates for both Harris and Webendorfer Presses, in stock for immediate delivery.

Graining and regaining of Aluminum and Zinc Plates.

We specialize in regaining Multilith Plates.

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LITHO CLUB NEWS

NALC Program Under Way

The program information phase of the national program of the National Assn. of Litho Clubs is well under way, with material being sent frequently to local club officers. Jack Blades, Acacia Mutual Life Insurance Co., Washington, NALC second vice president, is sending out "NALC Tips on Programs" which the heading says is "designed to help you build a better program and a better club." First of the bulletins introduced NALC officers, outlined ways and means of properly dealing with guest speakers, an outline of successful programs put on by the Washington Litho Clubs, and some practical tips to officers on keeping a club going full steam. Mr. Blades' address is 3107 Ravenswood Place, Alexandria, Va.

Phila. to Hear Reynolds

A. P. Reynolds, head of the experimental printing plant of the S. D. Warren Co., Cumberland Mills, Maine, is to be the speaker at the opening fall meeting of the Litho Club of Philadelphia. The meeting is to be held at the Poor Richard Club, Monday, September 22.

At that time the club's board, which acts as nominating committee, will announce nominations for officers for the next 12 months. Elections are scheduled for the following month's meeting, October 27.

Walter E. Soderstrom, executive vice president of the National Assn. of Photo-Lithographers, is to be the speaker at the October meeting.

Military Maps to be Subject

The production of military maps by the Army Map Service is to be the theme of the September 23 meeting of the Washington Litho Club, Jack O. Blades, club vice president announced. The meeting will open with a dinner at the Continental Hotel at 6:30. Tentative ar-

rangements called for a visit to the plant of Army Map Service following dinner. In case the AMS is not working an evening shift at the time, an AMS speaker will address the club at the Continental, Mr. Blades said.

At this meeting the board will present nominations for officers.

On October 28 the club will hold its second fall meeting at the Continental, with a "triple header" program, Mr. Blades said. This meeting will feature a steak dinner, the annual election of officers, and presentation of two graphic arts movies "Trees to Tribunes," and Magazine Magic."

Cincinnati Club Opens Season

Members of the Cincinnati Litho Club were to resume their winter sessions with a dinner meeting on Sept. 9 in Hotel Alms. There was no speaker as those present devoted the evening to discussions of programs for future meetings and other club activities. One of these will be a dinner dance for members and their wives and guests on Nov. 1 at the Cincinnati Club.

Balto. Club to Hear Stevens

William J. Stevens, Miehle Printing Press & Mfg. Co., New York, former president and executive secretary of the National Assn. of Litho Clubs, is to be the speaker at the October 20 meeting of the Litho Club of Baltimore. Others of the company's offset press department are expected to be on hand, and slides will be shown depicting developments in offset presses.

At the Sept. 15 meeting, Preston W. Foote of Triangle Publications, Inc., Philadelphia, was to speak on rotogravure. In November, Michael H. Bruno, research manager, Lithographic Technical Foundation, will speak. Meetings this year are at the Stafford Hotel, North Charles and Madison Streets.

LITHO CLUB GUIDE

BALTIMORE

T. King Smith, Secy.
5720 Leith Walk
Baltimore 12, Md.

BOSTON

Carl B. Harris, Secy.
21 Sabine St.
Pawtucket, R. I.

CHICAGO

James Ludford, Secy.
216 N. Clinton St.
Chicago 6, Ill.

CINCINNATI

Wm. E. Staudt, Jr.
Young & Klein,
5137 Vine St.
Cincinnati 17.

CLEVELAND

Henry Huefner, Jr.
Photo Litho Plate Co.
113 St. Clair Ave. N. E.

CONNECTICUT VALLEY

C. J. Vandermark, Secy.
Vandermark Co.
133 Laurel St.
Hartford, Conn.

DALLAS

E. D. Malone, Secy.
Southwest Printing Co.
Dallas, Tex.

DAYTON

Edward Bode, Secy.
504 Marjorie Ave.
Dayton 4, Ohio

DETROIT

Norman J. Miller
Federal Lithograph Co.
858 W. Fort St., Detroit 26

MILWAUKEE

Steven F. Karabemsh, Secy.
2421 N. 45 St.
Milwaukee 10, Wis.
Meets 4th Tuesday at the Miller Inn.

NEW YORK

Hammond Sullivan, Secy.
1065 Lorraine Ave.
Union, N. J.
Meets 4th Wednesday, Building Trade Club

OMAHA

Gladys L. Rohrs
404 Omaha Natl. Bank Bldg.

ONTARIO

Robert Elgie, Secy.
R. G. McLean Co.,
Toronto, Ont.

PHILADELPHIA

Joseph Winterburg, Secy.
622 Race Street.
Philadelphia 6
Meets 4th Monday, Poor Richard Club.

QUEBEC

Dore Riddell, president
Montreal Litho. Co., Montreal, Canada

ROCHESTER

Carl Bigger, Sec'y.
Rochester Offset Plate Corp.
89 Allen St., Rochester.

ST. LOUIS

Raymond Benz, Secy.
Hallenberg Press, Inc.
114 N. 7th St.

TWIN CITY

Narold Smith, Secy.
Route 2
Wayzata, Minn.

WASHINGTON

Fred J. Diegelmann, Secy.
PO Box 952, Benj. Franklin Sta.
Washington, D. C.
Meets 4th Tuesday.

NATL. ASS'N. OF LITHO CLUBS

Angelo Pustorina, Exec. Secy.
3209 Avenue M., Brooklyn 10, N. Y.

"**NATIONAL** Carbons give the true light
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*A Complete
Service!*

OFFSET PLATES

ADVERTISING ART

COMMERCIAL PHOTOGRAPHY

LETTERPRESS PLATES

ROTOGRAVURE

When time flies!

One Source can
save you Time and Money

THAT'S *Graphic Arts*
MAKERS OF FINE PRINTING PLATES

GRAPHIC ARTS CORPORATION OF OHIO
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DETROIT NEW YORK CHICAGO

Chicago Holds Golf Outing

The Chicago Lithographers Club enjoyed its annual golf outing Sept. 6 at the Midwest Country Club. Advance plans were made for an expected turnout of 100. Tee off time was set for 10:30 a.m. and dinner was at 5:30 p.m. A generous supply of prizes, including sporting goods and items for personal use was provided, but names of winners were not available at press time.

Rae Goff of Inland Lithograph Co. was chairman of the committee in charge of the affair, assisted by Fred Skow of *Graphic Arts Monthly*, editor of the club's bulletin, *Hi-Lites*; James Ludford of Chicago Litho Plate Graining Co., secretary of the club; and Ralph Graham of Continental Can Co., club treasurer.

Metal lithography is the subject of the Chicago Club's educational meeting, opening the new season on September 25. For this the educational committee, headed by Stewart Graw of Miehle Printing Press & Mfg. Co., arranged a field trip to the Caspers Tin Plate Co. plant on Chicago's far southwest side. Preliminary to the visit, dinner is scheduled at the Clearing Club, from which the group will go to the nearby Caspers plant where Earl Gray and other Casper executives will show the operations of one of the country's largest metal decorating concerns.

St. Louis Resumes Meetings

The St. Louis Litho Club did not hold meetings in July or August. Its first fall meeting was to be held September 4 at the York Hotel. This was to be a business meeting.

Other meetings scheduled this fall by the St. Louis Club are for October 2 and November 6. A speaker is to be announced for the October meeting, but the November meeting will be a closed session.

N.Y. Meeting Is Sept. 24

The opening meeting of the Litho Club of New York is scheduled for Wednesday, September 24, at the Building Trades Club, 2 Park Ave. A panel discussion on the subject of photographic masking is to be held,

with William Falconer, Eastman Kodak Stores, as moderator.

A panel discussion on platemaking is scheduled for the October 22 meeting, with W. Harvey Glover, Sweeney Litho Co., as moderator.

In November, a talk and demonstration on ink color matching is to be given by Vincent Subenski, Superior Printing Ink Co.

Phila. Craftsmen Appoint

Walter Morawski, newly-elected president of the Philadelphia Club of Printing House Craftsmen, has announced the following committee chairmen for 1952-1953:

Educational, Robert B. Harrison; entertainment, David G. Follette; finance and budget, Roy Bensing; membership, H. L. Leatherman;

publicity, William McCormick; welfare, Walter Scarborough; hospitality, Sam Mink; librarian, William Mattiace; photographer, John McAleer; plaque, Samuel M. Schwartz; and John B. Harbison Fund, Raymond Blattenberger and Ray Miller, Sr., co-chairmen.

Chi. Craftsmen Open Meetings

"Type Speaks," a motion picture produced by American Type Founders, was to be shown at the meeting on Sept. 16, when the Chicago Club of Printing House Craftsmen opened its new fall series of educational meetings. Wayne V. Harsha, editor of *Inland Printer*, was guest speaker, his topic being "Type's The Thing," a review of American and European type faces.

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HAS MADE OUR PLANT THE WORLD'S LARGEST

We Specialize in all sizes
MULTILITH and DAVIDSON PLATES
3M ALUMINUM PRESENSITIZED PLATES



All sizes **ZINC** and
ALUMINUM PLATES
UNGRAINED-GRAINED-REGRAINED



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High Quality

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"Trouble-free" Service



YOUR buying guide

Our Association members are pledged to rigid standards in the interests of the Industry. For that very reason, your safest bet on re-grained plates or new metal is *The Plate That Bears This Label*. When you see it, you know you're looking at the best.

AMERICAN LITHO PLATE GRAINING COMPANY

AUTOMATIC PLATE GRAINING CORPORATION

LITHOGRAPHIC PLATE GRAINING COMPANY OF AMERICA, INC.

GRAPHIC PLATE GRAINING CORPORATION, INC.

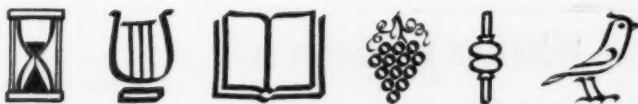
WILLY'S PLATE GRAINING CORPORATION

MEMBERS OF THE

LITHOGRAPHIC PLATE GRAINERS ASSOCIATION, INC.

220 West 42nd Street

New York 36, N. Y.



Above: Some of the new ATF type ornaments, just announced

New ATF Type Ornaments

The introduction of Troyer Ornaments, a new group of decorative type characters, is included in American Type Founders' announcement of a variety of new and revised assortments of ornamental fonts now available. New specimen sheets from American Type Founders present three new groups: the Troyer characters; a new assortment of their established Cameo series; and a reintroduction of their seasonal series for Christmas.

Troyer ornaments were designed exclusively for ATF by Johannes Troyer, and include 24 decorative characters arranged in three separate one-line fonts. At present, these ornaments are offered only in 48 pt., but smaller and larger sizes are contemplated, as are fonts of additional characters.

A new "hand lettered" type face, Dom Diagonal, also was announced in August by American Type Founders. This is an italic face designed to serve as a companion to Dom Casual, brought out by American Type Founders last fall.

Like Dom Casual, Dom Diagonal is a design for ATF drawn by Peter Dom, noted hand letterer. It was conceived with an eye to the need for an italic which would have the free and easy style and the arresting qualities of hand lettering, so widely used in advertising today.

Dom Diagonal is offered in a complete range of sizes from 18 pt. to 72 pt., inclusive: 18 pt., 24 pt., 30 pt., 36 pt., 48 pt., 60 pt. and 72 pt.

Specimen sheets for Dom Diagonal may be obtained from Frank Gerhart, Advertising and Sales Promotion Manager, American Type Founders, Inc., 200 Elmora Avenue, Elizabeth B, N.J.

New Engl. Conference Planned

Preliminary plans are being made for the 8th annual New England Conference for the Graphic Arts, to be held in 1953, according to a bul-

letin of the Graphic Arts Institute of New England, sponsor. The conference may be held during Printing Week in Boston, it was said.

Carlton M. Strong, Rumford Press, is general chairman again this year.

Providence Adds a Four-Color

Providence Lithograph Co., Providence, R.I., recently added a Miehle 76" four-color offset press.



Every business which orders paper wall displays for distribution to salesmen, distributors, retailers, et al. has a big problem of waste through non-use.

Stuebing Metal Edges,* however, increase usage, for they make it easier to hang paper displays more neatly—faster . . . and the single center suspension point means straight hanging—automatically!

HELP YOUR CUSTOMERS!

Stuebing Metal Edges and Edging service—available at leading binderies and finishing houses, everywhere. Write for information!

... HELP YOURSELF TO EXTRA PROFITS!
RECOMMEND STUEBING METAL EDGES
FOR USE ON

CHARTS • MAPS • CALENDARS
INSTRUCTION SHEETS
POINT-OF-PURCHASE POSTERS

*You see them on the top edge of most wall calendars

THE STUEBING AUTOMATIC MACHINE CO.

3424 Beekman St., Cincinnati 23, Ohio

Wesel Whirlers for Uniformity...

in coating and drying



Model No. WW1
for 23" x 29" plates
Other sizes available
ranging up to 50" x 60"

The smooth, vibration-free movement of the Wesel Plate Coating Machine coats plates uniformly. The Chromolox heating units provide an even distribution of heat and eliminate dead-spots. Unit features a swinging spray washer for plate flushing and a perforated copper pipe running around the circumference of the tank removes all surplus solutions from sides and flushes them into the drainage outlet. Sturdily constructed for years of hard usage. Shipped complete ready to connect to power circuit and to sewer and water lines.

WESEL

MANUFACTURING COMPANY

1141 N. Washington Ave., Scranton 9, Pa. ☐

CHECK THESE FEATURES

- * A direct drive, variable speed gear head motor
- * Rheostat at control provides speeds up to 150 RPM
- * Chromolox heating units for uniform drying
- * Pilot light . . . lights when heater units are in use
- * Perforated copper pipe mounted below rim for washing the coating from housing into central drain
- * Positive drainage through center drain pipe outlet
- * Aluminum turntable and support spider easily removed for cleaning
- * Spider circulates air and promotes speedy uniform drying
- * Ball bearing drive shaft supporting table and spider eliminates vibration and provides smooth rotation
- * Easy accessible separate motor and heater controls
- * Heavy gauge rust proofed steel housing mounted on sturdy angle iron base of electric weld construction.

HOW MUCH CAN YOU SAVE EVERY DAY ON PRESS WASH-UPS with ROGERSOL 1-2-3?

- BLACK TO YELLOW IN 1 3-step wash up
- REMOVES HARMFUL GLAZE FROM ROLLERS
- LIFTS OUT VARNISHES, WAXES, PIGMENTS, GUM, giving you . . .

BETTER INK DISTRIBUTION
BETTER WATER CONTROL
REDUCED SCUMMING
REDUCED STRIPPING
ELIMINATION OF "HICKIES"

ORDER TODAY On Money Back Guarantee!

1 Gal. Each Rogersol 1-2-3 **\$14.00** FOB Chicago
5 Gal. Each Rogersol 1-2-3 **\$55.00** FOB Chicago

CHECK THESE MATERIAL COSTS AGAINST YOUR OWN . . . You'll agree ROGERSOL 1-2-3 is Easier! Faster! More Economical!

17" x 22" press
1 oz. Each Rogersol 1-2-3
Per Wash-Up **6.9¢**

22" x 34" press
2 oz. Each Rogersol 1-2-3
Per Wash-Up **13.8¢**

35" x 45" press
3 oz. Each Rogersol 1-2-3
Per Wash-Up **20.7¢**

Material costs based on daily use of 1-2-3 at 55 Gal. drum rate.

HARRY H. ROGERS CO.

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Serving Graphic Arts Industry Since 1895
In Chicago Area Call **REliance 3-5100**

EQUIPMENT

SUPPLIES, SERVICES, BULLETINS

New Curry Collator

The Curry collator, for handling sheets up to 17 x 22", has been announced by J. Curry Mendes Corp., 104 Brookline Ave., Boston 15. In its standard size the machine will handle sheets from 8½" x 11" to 17" x 22", at a rate of 10,000 sheets per hour. The sheets are picked up by vacuum cups, four sheets at a time, and deposited at the center of the machine onto a pile delivery table. A complete cycle is four from the left and four from the right.

The center pile delivery enables the machine to be run by a single operator, and gives him control of both machine and work. However the machine can be equipped with a set-ejecting conveyor in place of the pile delivery.

The feeding piles are contained in eight drawer type racks, four on each side of the delivery. They are loaded by sliding out individually from the operating position. Paper level is kept constant by a sensing device and ratchet mechanism.

The Curry Collator also can be used in multiples, that is, up to six machines can be ganged up over a common conveyor. Using the machines in this manner up to 48 sheets per set could be gathered simultaneously.

This collator will be one of several types which will be demonstrated at an "open house" to be held this fall at the Chicago showrooms of the J. Curry Mendes Corporation.

Linear Scale Pocket Microscope

A 50 power pocket microscope, with a linear scale showing divisions of .002" has been announced by National Instrument Co., 5005 Queensbury Ave., Baltimore 15, Md.

The scale is read directly, and smaller divisions can be estimated rather accurately, according to the company's announcement.

Book on Type Design

"Design with Type" By Carl Dair, is a new book published August 26. The book deals with type as a design material, and it discusses type design in a contemporary sense, applying it to commercial printing. Some 90 layouts, using only type elements, and requiring no art work, are shown as illustrative material in the 150 page book.

The ideas set forth and the specimens shown, indicate an acquaintance with the limitations and the opportunities which exist in modern typesetting. The underlying principles of good typographic design are analyzed.

The book is offset, and two colors are used in showing some of the specimen layouts. It is 8½ x 5½", spiral-

bound. "Design with Type" is priced at \$4.50, and is published by Pellegrini & Cudahy, 41 East 50 St., New York 22, N. Y.

Design Handbook

"Handbook of Designs and Devices," by Clarence P. Hornung, was published last month by Dover Publications, Inc., 1780 Broadway, New York 19. The digest-size, paper-bound book, contains over 200 pages of drawings of many variations of common, basic designs and symbols. It is priced at \$1.90.

Other Printing Ink Booklet

The booklet "Printing Inks of Today," is again available from the National Assn. of Printing Ink Makers, 1440 Broadway, New York, it was announced last month. The colorful, illustrated booklet tells the story of the various kinds of inks for the graphic arts.

Instrument Records Elapsed Time

The Calculagraph, here illustrated in use, records elapsed time and calculates actual elapsed time, or working time, in addition to actual clock time. It automatically prints a record which shows the date and time of day when a given period begins, and will show the date and time when the period ends, in addition to the amount of time elapsed. It is satisfactory for use on jobs that take anywhere from a half hour to a week. The instrument is suitable for accumulating accurate time and cost information on platemaking, press work, or other phases of offset production, according to the manufacturer, the Cal-



culagraph Co., Sussex Street, Harrison, N. J.

An illustrated descriptive folder is available from the company.

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It makes sense to save dollars,
particularly when you can do
so with no loss of quality.

**Leaward Litho Plate
Graining Abrasives
Quartz
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**Aluminum Oxide
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are particularly produced to meet accepted standards of plate graining performance, yet cost no more, and frequently less, than other high quality abrasives.

Commercial plate grainers, whose livelihood depends on their satisfying a discriminating clientele, have learned they can use Leaward Abrasives with complete security and satisfaction, and save money in the bargain.

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40	Bales of Cotton	11
328	Crates of Eggs	115
2611	Bushels of Wheat	1074

Your Miracle

1. You have, for years, continuously given us all the orders we could build (20,000 BAUMFOLDERS) thereby making possible—
A . . . maximum manufacturing economies
B . . . minimum merchandising costs.
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3. The pay-off of this truly American COOPERATION is that your low-priced, "Gold-Mine" BAUMFOLDER will, every day, pay for itself . . . over and over again.

FLASH . . . Strike over, but Steel scarcer.
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Turpentine NUTRAN Opaque flows well and leaves thin smooth film, does not crack nor peel. *Recommended for use on: plastic sheets; on paper and film* as it insures non curling and non stretching which is of invaluable aid in reproduction and chart work.

Neutral Grey Retouching Dye, Red Stain Dye Remover, Staging Lacquers for liquid masking, water soluble graphite opaque.

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New Photo Fixer

A liquid fixer described as rapid and less corrosive to stainless steel tanks, has been developed by the Mallinckrodt Chemical Works, St. Louis and New York. The new fixer is an improved version of Mallinckrodt "Jifix" which has been in widespread use for the last several years. In laboratory tests improved Jifix produced only nominal corrosion on type 302 stainless steel, demonstrating its superiority in this respect to the older Jifix formulation and ordinary acid-hardening hypo, the company reported. Corrosion on type 316 stainless steel was negligible. Mallinckrodt also reports that the shelf life of Jifix has been increased from 10 to 24 months.

The product is a complete ammonium thiosulfate fixer of film, paper and plates, with hardener solution bottled separately. It is ready to use after dilution with water.

Data and literature on the product may be obtained from Mallin-

ckrodt Chemical Works, Second and Mallinckrodt Sts. St. Louis 7, Mo.

Working on New Plate

Experiments in the use of asphalt to form a new type of offset plate are being carried on by Dr. John MacBeth, who pursues graphic arts research as a hobby at his shop at 2330 Beverly Blvd., Los Angeles, Calif. The plate is coated with a honey-water-bichromate solution and then dried. The exposure is made through a positive, either screened or continuous-tone. The portions of the emulsion reached by light through the positive become hard; the remainder staying tacky and soft.

Asphalt powder is dusted on the tacky surface to form an image. This is melted in lightly and the non-image area washed out in warm water.

Dr. MacBeth says the grainy asphalt produces a very tough image. When he perfects his process he intends to offer it to the trade.

Hantscho Forms Machinery Co.

George E. Hantscho, who recently left the Webendorfer Division of American Type Founders, is now operating his own company, Graphic Arts Machinery, Inc., Mount Vernon, N. Y.

Mr. Hantscho started in 1926 with J. F. Webendorfer who was then making rotogravure presses used by newspapers and magazines. He remained with the Webendorfer-Wills Company, helping in the development of the Little Giant cylinder press and the small sheet-fed presses which later developed into the "Chief" offset presses.

In 1933, Webendorfer-Wills Co., brought out the first web-fed offset press, and in 1934 Mr. Hantscho was made shop superintendent in charge of manufacturing. When in 1938, Webendorfer-Wills was sold to American Type Founders, Mr. Hantscho continued in the same capacity. After the war, he became works manager of the Webendorfer-Division of ATF, and was in full

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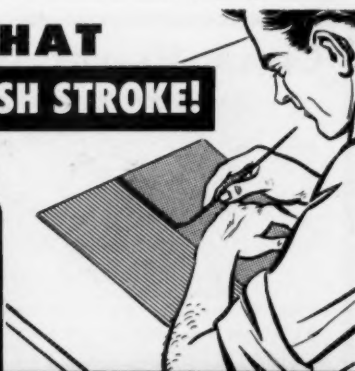
Case lots, 24 Jars
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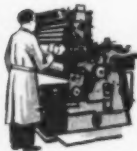
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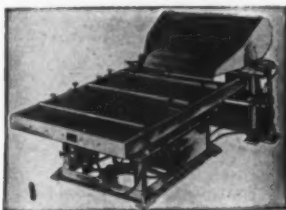


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charge of engineering and manufacturing of special web presses.

Graphic Arts Machinery, Inc., Mr. Hantscho's new venture, is engaged in the design and manufacture of equipment for the graphic arts. At present, a 35 x 50 two-unit magazine press designed to run up to 1000 ft. per minute is under construction.

Will Market Hand Cleaner

Scata-Grime, a waterless hand cleaner, will be manufactured and distributed by Magnet Sales, 262 Mott Street, New York, it was announced in August. The company, first formed in 1929, has been re-established by Thomas F. Petronio, former president of Roll-O-Graphic Corp., New York.

Mr. Petronio, who is the inventor of the cleaner product, also is at present developing a fountain solution and plate etch especially suited for direct image paper plates or presensitized metal plates.

Market British Types

Chisel Parisian Ronde

American Wood Type Mfg. Co., 35 West 3rd Street, New York, is now sole agent and distributor in the United States for the foundry types made by Stephenson, Blake & Co., Ltd. of Sheffield, England. American Wood Type Mfg. Co. is carrying in stock 11 different faces in sizes from 12 to 84 point, two faces of which are shown above.

New Ansco Developer

AnSCO, Binghamton, N.Y., has announced a new product, Finex L, fine grain developer, now being offered through its dealers. The manufacturer says that the new product has the stability and replenishing factors of the former Ansco Finex developer, but is an improved product.

Courses Begin at N.Y. School

Evening lithographic courses at the New York Trade School were scheduled to open September 16, two weeks earlier than in former years. All phases of photography, platemaking, stripping, tone and color correcting, and offset press operation are covered in numerous courses. Some of these include elementary studies, and others are advanced.

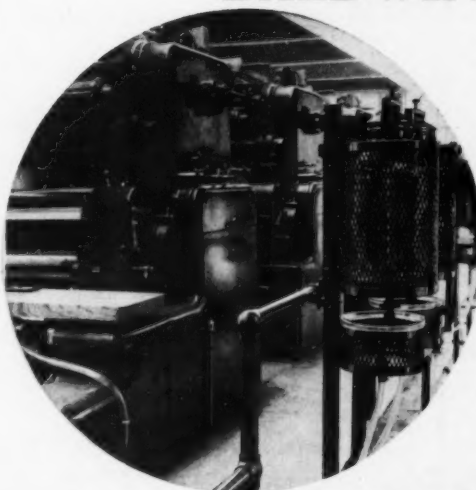
Courses also are offered in the junior executive category, covering a survey of lithography, copy and layout, black and white estimating, and color estimating.

Information is available from Dr. D. J. MacDonald, dean of lithography at the school, which is located at 312 East 67th St., New York 21.

Yates Heads Driscoll Co.

James Yates, formerly vice president of the company, recently was elected president of Martin Driscoll & Co., Chicago ink manufacturers. He succeeds the late Martin Driscoll.

Consistent Color with the BALDWIN WATER LEVEL



The superintendent of a large lithographic plant says: "A trial order on our four color press shows the Baldwin Water Level gives us more consistent color; send us an additional fourteen units."

BALDWIN WATER LEVELS, with a simple, automatic, and efficient system, maintain a constant level in the water fountain. They eliminate the continuous need to change settings for more or less moisture. Water control is definitely improved and better color uniformity is the result.

You will have more good sheets and fewer spoiled ones—no dry ups.

The #5 or five gallon unit (shown in photo) is for presses over 22 x 34. A two gallon size is for smaller presses.

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Progressive printers and lithographers know that Driscoll Inks are smooth flowing—clean printing—quick drying. They know that Driscoll Inks are especially formulated to meet particular job requirements. They know that Driscoll Inks are trouble-free—save time and money not only in the press-room, but in finishing operations as well. They know that they can depend on Driscoll for Quality, Service and Results.

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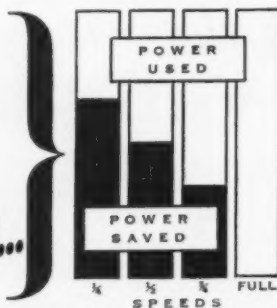
No. 76
Single and Multi-color
32" x 76" Speed 6000

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HALFTONE - Wet Mold, copper, unmounted.					LINE - type, copper.				
Size	Per Sq. In.	White	Cost	Per Sq. In.	White	Cost	Per Sq. In.	White	Cost
4	4	25	\$7.25	.322	36	11.86	.43		
9	9	58	2.90	.322	46	2.30	.255		
15	15	73	3.65	.263	58	2.90	.252		
20	20	85	4.25	.212	68	3.40	.27		
30	30	111	5.55	.185	78	3.95	.258		
35	35	126	6.20	.177	86	4.45	.248		
40	40	136	6.80	.17	109	5.45	.236		
45	45	150	7.50	.166	120	6.00	.233		
56	56	158	9.90	.154	150	7.90	.213		
80	80	243	12.05	.148	193	9.85	.219		
100	100	290	14.90	.145	232	11.60	.216		
123	123	344	17.20	.142	275	13.75	.213		
144	144	403	20.15	.14	322	16.10	.211		
174 (17422)	1099	52.95	.143		867	62.35	.213		

This handy graph shows the square inch cost of electrotypes, whether line or halftone, based on an average price scale. Such a graph, made up according to price scales in a given area provides the offset salesman with a useful gauge for a quick, general comparison of offset plate costs. A similar scale for engravings is shown on page 51.

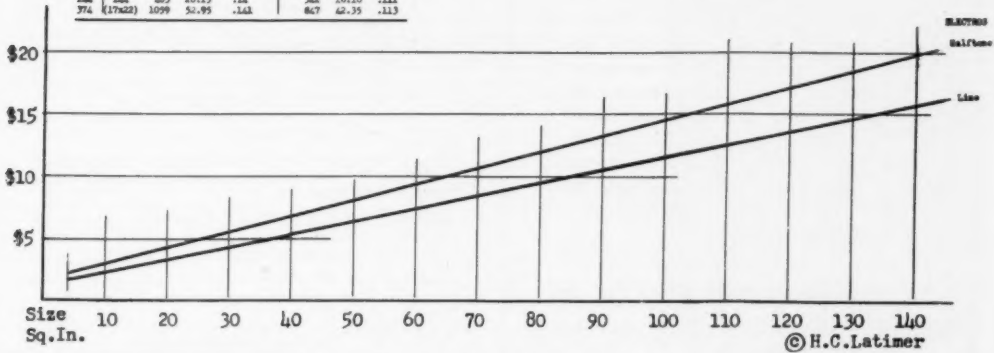


PLATE COSTS

(Continued from Page 51)

The N.Y.U. course material also includes some interesting data from various sources indicating that for some classes of work, letterpress imposition and lock-up costs with plates are equal to the cost of making an offset plate from negatives supplied, comparable size.

An examination of the course manual used, which was written and

compiled by H. C. Latimer of the Lithographers National Assn., reveals a well-rounded coverage of the use of the offset process, ranging from the developments in advertising and in business methods having an important bearing on the growth in the use of offset, to the techniques, methods and equipment which now put the offset process in a most advantageous position for the solution of many of the printing problems faced by the planners and buyers of

printing. Men from both buying and selling organizations have taken the course in past years, according to Mr. Latimer.

The course starts September 25th for 15 evening sessions each Thursday from 6:00 to 8:00 P.M., and apparently will be the only offset sales course given in New York City this winter. Registration is at the Div. of General Education, N.Y.U., 3 Washington Square, New York, N. Y.★★



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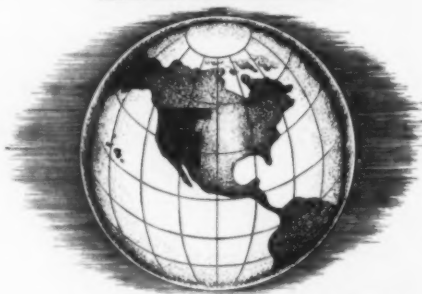
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When hard drying is essential, use MIDWAY-SCRATCH DRYER to assure thorough drying, and to make it possible for you to back up forms in the shortest possible time. The following features make MIDWAY the number one dryer choice for lithographers:

- Will not dry on press, either running or standing, thus eliminating costly washups.
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- Crystal clear, 100% transparent.
- Low in cost. Its incorporation actually lowers the cost of litho inks.

We are basic producers of the ingredients, and through control of the raw material can offer a completely uniform finished dryer.

MIDWAY NON-SCRATCH DRYER can be purchased in following containers:

1, 2½, 5 and 10-lb. cans.

30 and 55 gal. drums.

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From a can _____ to a carload.

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N. Y. School Site Okayed

A site for a new building to house the New York School of Printing was approved last month by the City Planning Commission. The site is bounded by 49th and 50th Streets, and Ninth and Tenth Avenues. A new building is to be built there in 1954. The school at present is located in three floors at 461 Eighth Ave., where it has been since 1925. Present enrollment is 2,900 vocational high school and apprentice students.

Casey, Brewer New Owners

Dan Casey, Jr. and Malcolm O. Brewer are now the sole owners of Offset & Letterpress Corp., New York, graphic arts machinery dealers. They have acquired the interest in the firm of Frank J. O'Neill. Mr. Casey is president and treasurer under the new set-up, and he also heads Dan J. Casey, Jr. Printing Machinery, Inc. Mr. Brewer is executive vice president and secretary of Offset & Letterpress.

Holds Bi-metal Seminar

A college seminar on bi-metal lithography, held for students majoring in offset lithography at the Rochester Institute of Technology last month, got under way with a lecture on the multi-metal process by Dr. Anthony George, Sinclair and Valentine Co., New York.

SALES IMAGINATION

(Continued from Page 40)

I know one company which has about 300 salesmen and the highest IQ among its men (in this case IQ stands for Inspiration Quotient) of any company of its size. The vice-president in charge of sales is the sparkler behind it. He has dozens of ways of keeping in touch with his district managers and salesmen. In addition to personal visits, and frequent local sales meetings, he makes telephone calls to the men at regular intervals (he knows everyone of them by his first name), keeps up a running barrage of telegrams and letters, and even sends personal presents to the men on birthdays and anniversaries.

Maybe it's a little corny, but there is a pep and punch in that crowd that you rarely find elsewhere. It is a highly competitive business—something like yours and mine—where good morale and a high level of effort are essential. He gets it—and the sales volume that goes with it.

When a salesman finds that his management thinks and plans, and especially when he finds that it thinks about him, he is encouraged to think too. Believe me, if your *entire team* is mentally active, your competitors are going to have a mighty tough time of it. More than that, you won't have to worry about hiring new sales executives from the outside. You will develop your own, which is the ideal way from every point of view.

Imagination in Sales Promotion

As regards the third element of sales management, advertising and sales promotion, we see evidence of ingenious advertising and sales promotion devices all the time—as a matter of fact, too often it is felt that imagination in these areas is enough and imagination in planning and sales direction is neglected. My own conviction is that if management exhibits imagination in planning and sales direction, it will inevitably be reflected in the advertising and sales promotion program.

In closing, I would like to stress two things:

First, imaginative sales management is based on good sales management. You can't jump from one end of the scale to the other. You have to build imaginative sales management on the solid foundation of good sales management.

Secondly, I urge you to take the time to think and plan for your business more than you have ever done before. If you can't or won't do it, be sure that *somebody* with the time, experience, and brain power does do it.

If you will add this vital second element to the first—basically good sales management—your business will be set to weather any and all business conditions that may come up generations into the future.★★

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1. What grades of Gummed Paper stick to what type surfaces?
2. About a time saver in applying gummed labels?
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has the answers
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SMOOTH...no bubbles, holes or high spots...**FLAT**

FAST...one brush stroke for complete opacity...**EASY**

CHIP-PROOF...adheres without crawling...**OPAQUE**

SAVES...production time on opaques strip-film, glass plates or negatives

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 PREMIUM QUALITY
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Closing date: 25th of preceding month.

Help Wanted:

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OFFSET STRIPPER: Highly experienced in 2, 3, 4 color work in rapidly expanding plate plant. Day or night position available. Phone or write, stating your qualification, past experience, previous connections, family status and salary, Northern Engravers, Inc., 411 Holden Avenue, Saginaw, Michigan. Phone 2-0110.

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STRIPPER: Highly skilled and experienced, for west coast, San Francisco area lithographing plant. Apply giving experience and qualifications in first letter to Box 79, c/o *Modern Lithography*.

SALESMAN to sell litho supplies out of Philadelphia. Territory includes all of Pennsylvania, southern New Jersey and Delaware. Old, established, progressive and well-known firm. Replies confidential. Address Box 80, c/o *Modern Lithography*.

DOT ETCHER: Experienced in all phases of color work, latest masking and color separation procedures, to do quality color reproductions, take charge of art and proving. Send full qualifications to Box 81, c/o *Modern Lithography*.

LITHO STRIPPER: Permanent, only those experienced in high grade black and white and process color need apply. Clean, modern plant in suburban location. Transportation and housing very convenient. Air conditioned plant, locker and toilet facilities finest in the industry. We pay the entire bill for life insurance policy, out-of-work sick benefits, hospitalization, etc. \$2.60 hourly with choice of first

or second shifts. 10% additional for second shift. Haynes Lithograph Co., Inc., 1140 East-West Highway, Silver Spring, Maryland.

Situations Wanted:

VETERAN, offset printing school graduate, desires trainee position in any phase of lithography, platemaking preferred. Salary secondary. Address Box 82, c/o *Modern Lithography*.

PLANT MANAGER—19 years experience in label and box wrap materials. Excellent background of all phases of lithographic production including bronzing, embossing and finishing. Long Island-New York area preferred. Address Box 83, c/o *Modern Lithography*.

TALENT, EXPERIENCE AND REPUTATION available to supply or equipment firm. Technical specialist with practical production experience and years of successful selling and demonstrating desires position as top-level sales and technical representative. Address Box 88, c/o *Modern Lithography*.

OFFSET PHOTOGRAPHER, thoroughly experienced, line, halftone, and color, all phases of platemaking and stripping, many years of actual printing experience. Would also consider partnership in a medium size plant. Will invest if necessary. Address Box 89, c/o *Modern Lithography*.

EXPERIENCED PHOTOGRAPHER, age 33, desires work in lithography shop as cameraman-trainee. Non-union. 11 years experience in photography. Quick and efficient, certain to be a valuable asset. Willing to relocate. Address Box 90, c/o *Modern Lithography*.

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Executive Secretary—Trade Assn.	\$6,000-\$7,000
Salesman	
Sales Manager—Pig. & Litho.	\$10,000-\$12,000
Asst. to Sales	
Executive—Pig. & Litho.	\$5,200-\$6,200
Superintendent—Dutro experience	\$8,000
Foreman—Offset Platemaking Dept.	\$7,800
Foreman—Litho Art Dept.	\$8,000
Chemist—Ink	OPEN
Estimators—Large Edition Publications	to-\$8,000
Estimators—Litho Platemaking, Camera, etc	OPEN

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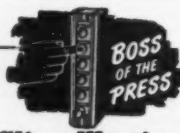
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FOR SALE: 38"x58" Potter single color offset, Dexter suction pile feeder, extension pile delivery. Now running. Excellent condition. Address Box 85, c/o *Modern Lithography*.

FOR SALE: 36"x48" Harris S7L single color offset. Now in operation. A fine

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FOR SALE: Traung hydraulic transfer press, table size 67½"x52". In excellent condition. Niagara Lithograph Co., 1050 Niagara St., Buffalo, New York.

FOR SALE: Christensen gang stitcher, three heads, six stations. Can be seen in operation. Excellent condition. Sacrifice for quick sale. Howard Company, 119 N. Washington, Peoria, Illinois.

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Write Box 93, *Modern Lithography*

Pageant Portrays Gutenberg

Johann Gutenberg, the German printer, to whom the world generally gives credit for his pioneer use of movable type, 500 years ago, lived again in Chicago this past summer. Included in a pageant, "Adam To Atom," which was staged at the Chicago Museum of Science and Industry was a fictionalized scene portraying the bearded Mainz print shop proprietor, his apprentice and a local "teacher" examining the first page of a book made up, of course, from movable type. Gutenberg has just pulled it from his rickety, hand-powered mediaeval press modeled from one in the Museum's printing exhibit. The teacher wants 44 copies of the book which Gutenberg, like some of his kind today, recklessly promises in the unheard of time of "10 days." Together Gutenberg and his customer gloat over the prospect that his development will put books into the hands of poor men.

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Trade Events

- American Photoengravers Assn., annual convention and exhibit, Drake Hotel, Chicago, Oct. 8-8.
- Direct Mail Advertising Assn., annual conference, Shoreham Hotel, Washington, Oct. 8-10.
- Printing Industry of America, annual convention, Chase Hotel, St. Louis, October 13-16.
- National Metal Decorators Assn., annual meeting, Shamrock Hotel, Houston, Tex., Oct. 27-30.
- National Assn. of Photo-Lithographers, annual convention and exhibits, New Yorker Hotel, New York, Nov. 5-8.
- National Assn. of Litho Clubs, annual convention, May 8 and 9, 1953, Statler Hotel, Detroit.
- International Assn. of Printing House Craftsmen, annual convention, Adolphus Hotel, Dallas, Sept. 13-16, 1953.

Litho Schools

- CANADA—Ryerson Institute of Technology, School of Graphic Arts, 50 Gould St., Toronto, Ont., Canada.
- CHICAGO—Chicago Lithographic Institute, Glessner House, 1800 S. Prairie Ave., Chicago 16, Ill.
- CINCINNATI—Ohio Mechanics Institute, Cincinnati, Ohio.
- LOS ANGELES—Los Angeles Junior College, 1636 S. Oliver St., Los Angeles 15, Calif.
- MINNEAPOLIS—Dunwoody Industrial Institute, 818 Wayzata Blvd., Minneapolis 3, Minn.
- NASHVILLE—Southern School of Printing, 1514 South St., Nashville, Tenn.
- NEW YORK—New York Trade School, Lithographic Department, 312 East 67 St., New York, N. Y.
- OKLAHOMA—Oklahoma A & M Technical School, Graphic Arts Dept., Okmulgee, Okla.
- ROCHESTER—Rochester Institute of Technology, Dept. of Publishing & Printing, 65 Plymouth Ave., South, Rochester 8, N. Y.
- PITTSBURGH—Carnegie Institute of Technology, Dept. of Printing Administration, Pittsburgh.
- SAN FRANCISCO—San Francisco Printing Trade School, San Francisco, Calif.
- SAN FRANCISCO—City College of San Francisco, Ocean and Phelan Aves., Graphic Arts Department.
- ST. LOUIS—David Hanken, Jr. School of Mechanical Trades, 4431 Finney St., St. Louis 8, Mo.
- WEST VIRGINIA—W. Va. Institute of Technology, Montgomery, W. Va.

Trade Directory

- Lithographic Tech. Foundation
Wade E. Griswold, Exec. Dir.
131 East 39 St., New York 16, N. Y.
- National Association of Photo-Lithographers
Walter E. Soderstrom, Exec. Sec'y
317 West 45 St., New York 19, N. Y.
- Lithographers National Association
W. Floyd Maxwell, Exec. Dir.
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719 15th St., N. W., Washington 5, D. C.
- International Assn. of Printing House Craftsmen
P. E. Olt, Exec. Sec'y
18 E. Fourth St., Cincinnati 2

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TALE ENDS

OUR Tale Ends contribution to literature and culture this month is a book review, designed to assist all lithographers who deal with business in general and advertising agencies in particular. The book "The Dastard's* Guide to Fame and Fortune — How to Succeed in Business Without Really Trying," was perpetrated last month by Shepherd Mead, a vice president of Benton & Bowles, New York ad agency, in league with Simon & Schuster, publishers.

The advance hoopla from S & S suggests to the book review editor "that for you to give this outrageous volume any sort of mention in your columns would be a violation of journalistic ethics. . ." The volume truly is outrageous, but also is outlandish and hilarious. It's a manual which should be at your side as you climb the slippery ladder of fortune, rung by rung, stepping in the faces of those around you. This manual tells you how to step on the right faces and stab the right backs. Ability no longer is the magic key to success, but rather politics, subterfuge and audacity win the day. The handy manual tells you how to have an ulcer, or at least how to feign one; how to talk and act like a commuter; how to be "one of us" instead of just an employee; how to write innocuous memos all the time; how to be a fair-haired boy; how to become a junior executive and how to stop being one.

To the question "Why make money?" Author Mead also has the reply, "The answer is clear and ringing: It is the American thing to do!"

Break into your nearest bookstore and get a copy of what other people are paying \$2.50 for.

★

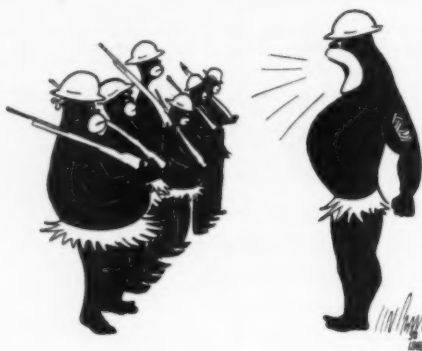
The Printing Pressmen's Union on August 27 obtained a settlement of

*Note to linotype operator: Be sure you hit the D on that.

\$560,484 from the estate of the late George L. Berry, former president of the union. This came after many months of litigation and negotiation in which the union was trying to get back some \$700,000 which Mr. Berry had "barrowed." The union also has an agreement with the Playing Card & Label Co., Rogersville, Tenn., which Berry founded, under which

the company is to pay the union \$1000 per month for 99 years — a total of \$1,180,000. The union is continuing to give Mr. Berry's widow \$3000 a year as she was left nothing in the settlement, it was said.

These widely published reports of the union president's financial manipulations with union funds tends to give unions a bad reputation and should spur dues-paying members to ask for full information on union financial affairs such as is provided by well-managed organizations — labor or otherwise.



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OFFSET-LITHO Hi-Arts Litho C.1S., Zenagloss Offset C.2S. *Book and Cover*, Lithogloss C.1S., Catskill Litho C.1S., Catskill Offset C.2S., Esopus Postcard C.2S.

1750



Quick Mix for the **Right Fountain Etch**

HARRIS HYDROGUM - 50%

HARRIS HYDRO ETCH - 50%

*100% RIGHT for
cleaner, better,
longer press runs*



CLEANER because plates are kept scum-free without harming image or attacking the grain of the metal. (Hydro Etch is "buffered" to keep pH from varying widely.)

BETTER because delicate image values are protected. Ink does not emulsify readily with this etch—roller stripping is reduced. Color, tone and gloss of press ink are maintained.

LONGER press runs because images are not undercut... plates last longer on the press.

A sample of each batch is thoroughly tested, then used to make and run an actual plate before the batch is released. The quality-control "batch number" is on every container... your assurance of dependable litho-chemicals from Harris.

Controlled chemicals for better lithography

HARRIS-SEYBOLD

Chemical Division

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